Creative footwear

Incorporating THE SHOE STYLE DIGEST

STYLASTED by VULCAN

April 1939

. . . . When the utmost in illumination was kerosene

The first crude carbon-filament electric light bulb was made in 1878 — the forerunner of modern electric lighting.

While old-time kerosene lamps and hissing gas jets were still the most efficient methods of artificial lighting, the art of weaving shoe goring was undergoing extraordinary improvements in the capable hands of Thomas Taylor in Derby, England. It was there, in 1878, that *he built his first factory* devoted exclusively to the production of fine shoe goring and acquired the knowledge which resulted in the establishment of the present firm of Thomas Taylor & Sons, Inc.

1939 marks the observance of the Diamond Jubilee of this firm. Three quarters of a century have passed since those early days in 1864 when Thomas Taylor first wove shoe goring, studied the loom at which he worked, and conceived his first ideas of improvements in machinery and methods, which were to play so important a part in his establishment of the plant which now leads the world in the production of shoe goring exclusively. SHUGOR is today the finest quality shoe goring in existence.

THOMAS TAYLOR AND SONS
INCORPORATED

HUDSON, MASSACHUSETTS

COPR 1939 THOMAS TAYLOR & SONS, INC

1864 DIAMOND JUBILEE 1939 Reinforced Edge SINCE 1864 SHUGOR TAYLORED-TO-FIT

Love HONOR and okay!

Pre-eminence in endeavor demands one's heart and soul . . . only inherent love can generate perfection.

Any shoe manufacturer would much prefer to use SETON patent leather if he could get what was needed for his grade. It has long been . . . still is . . . SETON'S honor to serve the foremost quality needs in patent upper stock. This is a justifiable point of pride.

Other points of pride are that dealings with customers run smoothly; that retailers express satisfaction with shoes made of Seton patent.

The people we like to do business with like to do business with us. That *makes everything okay!*

the name for fine patent

SETON

LEATHER CO. NEWARK, N. J.

Creative footwear

Incorporating THE SHOE STYLE DIGEST

HAROLD R. QUIMBY, *Editor* ELIZABETH AMBROSE, *Women's Fashion Editor* ARTHUR RILEY, *Men's Fashion Editor*

Member of CCA (Controlled Circulation Audit)

FEATURING THIS MONTH

APRIL, 1939

SILENT CLACKS Page **21**

With schools of learning forbidding students to wear wooden soled shoes, manufacturers have set to work thinking up new devices to deaden the "clack" of clogs. We show six intriguing models designed to deaden noise.

SHIRTWAIST FUROR Page **22**

When the shirtwaist furor zoomed across the country on a wave of frothy lace and frills it meant but one thing—that the suit theme for women was definitely clinched. This means specially designed shoes for day time wear as well as evening.

PEEKING INTO FALL ON MEN'S Page **24**

While it is still too early to prognosticate with any degree of accuracy just what will or will not "go" for fall in men's smart shoes we've jumped behind the scenes and snared eight attractive models leathered in the new colors for autumn.

DUTCH BOYS FOR "HE" MEN Page **26**

Dutch Boys for men are "rocking along" in a steady, surging manner that definitely places them high on the list of accepted fashions. We've illustrated eight smartly patterned styles for leisure, sport, country and town wear.

DON'T FORGET WHITES Page **28**

While there's still time to buy for summer, CREATIVE FOOTWEAR reiterates its belief that white remains the backbone of summer business. Given some hot dry weather, women will demand basic whites just as they always have, and probably always will.

OPEN DARKS CARRY THROUGH Page **30**

The quantity of dark shoes selling on the coast and Texas today is extraordinary. Women like them for town wear with prints, with dark sheers, as accents to light colors. The newest find is a very dark green that Molyneux brought out in February. It will bear watching.

PROMOTION FOR MAY Page **33**

Many of your customers will go to one Fair—or both. The smart thing to do is to sell them closed-toe shoes so that they won't pick up all the little stones that lie about on the gravel walks.

FRONT COVER

Stylasted by Vulcan

First in the field with NEW balloon toe lasts—in all heel heights—Vulcan Corporation has been setting the pace in the merry race now well under way toward the development of women's smart shoe styles that are particularly complementary to the shorter skirts. BLIMP is the family name for the new Vulcan models. The one illustrated carries a 14-8 heel and is rocker-bottom designed, with accentuated toe spring that affords exceptional walking comfort as well as good looks. There will be a grand rush to catch up with this development, which, though "natural," has taken the trade somewhat by surprise. Acceptance is general, with the character of final adoptions varying somewhat, but all in the balloon, bulldog or turned-up toe trend. Consult Vulcan last salesmen and designers. Get the benefit of their leadership.

VULCAN CORPORATION
General Offices—Portsmouth, O.
Style, sales and model room—
19 West 34th St., N. Y. C.
Last plants—Portsmouth, O., St. Louis, Mo., Johnson City, N. Y., Brockton, Mass. Heel plants—Portsmouth, O., Columbus, O., Effingham, Ill., Johnson City, N. Y., Clyde, N. Y.

AND MANY OTHER INTERESTING AND AUTHORITATIVE FASHION STORIES.

Creative FOOTWEAR, Incorporating The Shoe Style Digest. Volume 17, No. 4. Published monthly by the Brown, Lockwood & Davenport Co., 210 Lincoln Street, Boston, Mass. Acceptance under the act of June 5, 1934, authorized April 2, 1938. Editorial and Executive offices, 210 Lincoln Street, Boston, Mass. Printed in U. S. A. J. G. Brown, President and Treasurer; A. C. Davenport and E. A. Brown, Vice-Presidents; Directors of corporation in addition to previously mentioned officers, Matthew Brown, Fred A. Collier, Warren A. Higgins, Arthur D. Knight, and Harold R. Quimby. Branch Offices, Philip Melhado, 130 No. Wells Street, Chicago; E. A. Brown and J. J. Moran, Room 809, Marbridge Building, 47 W. 34th Street, New York City; S. B. Koons, 327 Arch Street, Philadelphia, Penn.; Harry A. Chase, 121 Powers Bldg., 16 Main St. W., Rochester, New York; J. B. Tratsart, 93-97 Regent Street, London, W. I.; 47 Rue de l'Université, Paris, France.

THE SOLE THAT *Sells the Shoe* UPSIDE DOWN

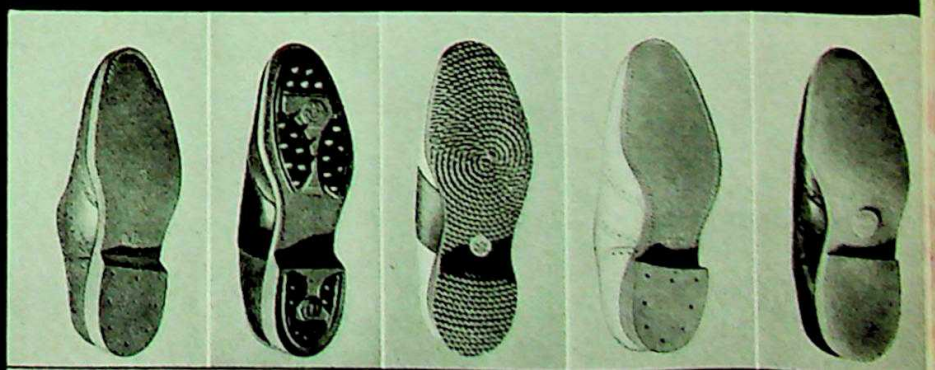
THE CORDUROY

DU-FLEX *Rubber* SOLES

Advertised in VOGUE and ESQUIRE

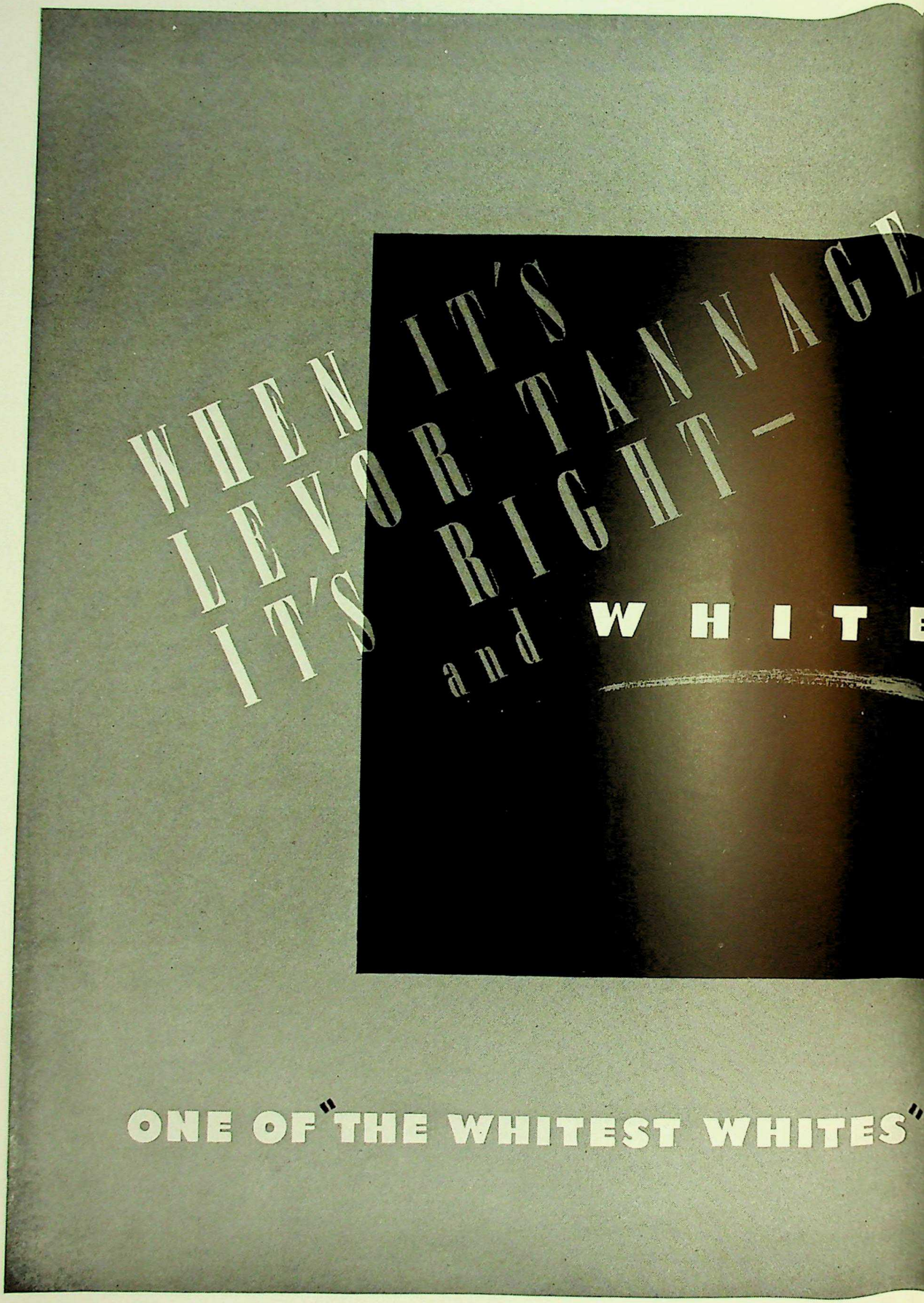
A SURE WAY to sales appeal in sports shoes begins with Du-Flex soles. They get eye response and back it up with quality. Made by Avon's exclusive process —of live resilient rubber that takes abuse and holds its shape. Right now, smart advertising in Vogue and Esquire establishes customer preference. The Du-Flex trade mark gives you a line on the better lines for 1939!

THE STAMP Du-Flex OF MERIT



Avon Sole Company

AVON, MASSACHUSETTS


WHEN IT'S
LEVOR TANNAGE
IT'S RIGHT—
and WHITE
ONE OF "THE WHITEST WHITES"

Mello Crush Kid

Like the "iron hand in the velvet glove," **MELLO CRUSH** is soft . . . pliable . . . yet strong and firm in fibre and grain.

Decidedly not spongy!

MELLO CRUSH is safe, dependable and serviceable leather.... pure, permanent white . . . safely washable.

TANNED BY

G. LEVOR & CO. INC.

GLOVERSVILLE NEW YORK

The little Suzy bonnet of yellow straw with hyacinths under the brim and a fly-away veil, has a light and feminine touch that calls for kidskin shoes.

Promote Cool Glazed Kid in Dark Colors for Spring and Summer

Vode STANDARD KID

FROM Easter on, with checks and stripes and prints flourishing, feminine veils flying, and pastels important in costumes, the cool dark summer shoe becomes a basic shoe which may be worn with a suit one day, a print the next. Dark kidskin has all the requisites of coolness, flexibility and femininity for a successful day-long, summer-long shoe.

CLARET WINE, NO. 486

ADMIRALTY BLUE, NO. 36

MUSCATEL BROWN NO. 91

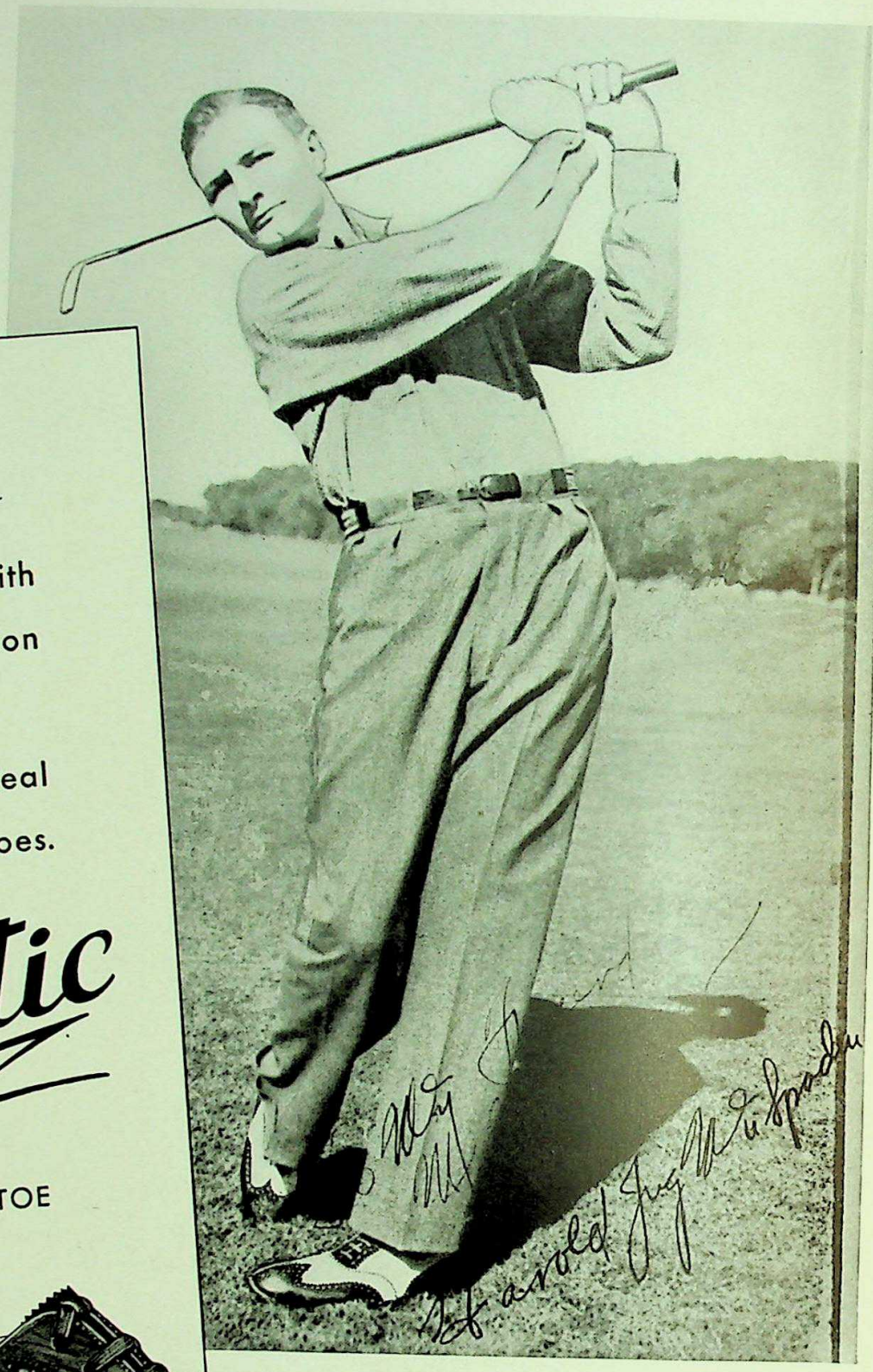
STANDARD KID DIVISION
ALLIED KID COMPANY
209 South Street, Boston, Massachusetts

If, through an oversight on our part, you, as a buyer or prospective buyer of Guild merchandise, have not been invited, please communicate with the Guild office at once —— Suite 3108, Empire State Building, New York City.

for all showing

SHOE FASHION GUILD of AMERICA, Inc.

The BILTMORE, New York
May 9, 10, 1939



Champions

never compromise with quality in their selection of footwear.

Celastic makes ideal box toes for golf shoes.

Celastic

THE QUALITY BOX TOE

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

SOLE LEATHER
with Mileage

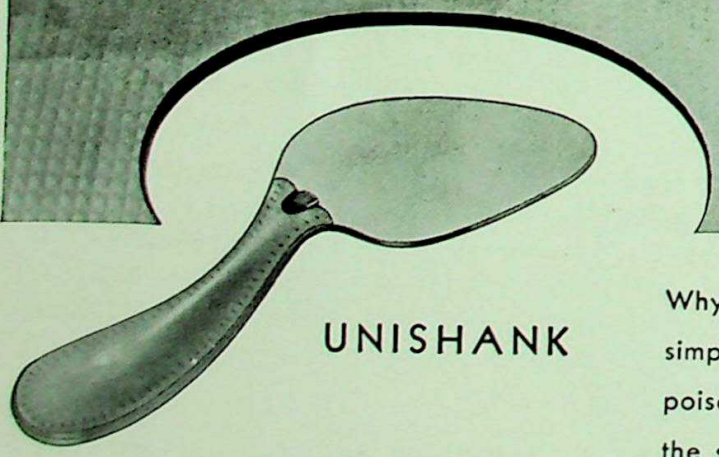
YES, Sir, there are countless miles of good, solid, honest wear in DRI-SOLE — the Chrome Retan sole leather that is scientifically tanned to provide a full measure of flexibility and water-resisting qualities. Especially suited for the hard use given shoes by juveniles. Be specific — ask for shoes leathered in DRI-SOLE—it gives you an extra sales feature.

CHROME RETAN
DRI-SOLE
DRI-STEP

DRI-STEP, a companion product of DRI-SOLE, is particularly adapted for juvenile footwear and definitely enhances the value of good shoes by providing (1) increased wear, (2) greater foot protection, (3) better shape retaining qualities, (4) better edge finishing. Safeguard your customers—BUY or SPECIFY Chrome Retan DRI-STEP Sole Leather.

SCHERER LEATHER CO.
CUDAHY, WISCONSIN

DIVISION OF GRATON & KNIGHT



UNISHANK

Why is UNISHANK of importance in this portrayal of faultless simplicity and youthful charm? All the vitality and grace of her poise depend upon the strength and rigid support built into the shanks of those delicate, snug-fitting shoes.

With UNISHANK they will not let her down!

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

FATHER'S DAY WILL BE BIGGER IF YOU'LL ORDER THIS OFFICIAL POSTER NOW...

IN SIX COLORS 25" x 36"

THERE'S ONLY ONE OFFICIAL FATHER'S DAY POSTER

This Is It!

Created By America's Famed Poster Artist

Howard Chandler Christy

THIS inspired painting is the crowning achievement of Howard Chandler Christy, America's foremost designer of stirring, action getting, response-producing posters. His posters have played an important role in Liberty Loan, Red Cross, the Will Rogers Memorial, and many other campaigns. Now his genius goes to work to get business *for you!* NO OTHER Father's Day Posters will be used. Order *NOW!*

..SPECIAL

6-COLOR COMBINATION OFFER FOR LIMITED TIME ONLY!

1 POSTER
25"x36"—6 colors—Mounted on board and easled

1 DISPLAY CARD
11"x14"—6 colors—Mounted on board

2 STREAMERS
8"x21"—6 colors—Unmounted for window pasting

4 PIECES IN ALL FOR ONLY

$2 PER SET

Each piece includes a reproduction of Howard Chandler Christy's magnificent original painting "Father's Day."

BUY THIS POSTER . . . To help your own Business, because helping Father's Day in general, you help yourself, in particular.

DON'T DELAY . . . Only by ordering NOW can the committee make advance Commitments . . . and commitments must be made in advance or they cannot effectively be made at all!

NATIONAL COUNCIL FOR THE PROMOTION OF FATHER'S DAY

Is a non-profit cooperative organization for the upbuilding of Father's Day observance

This is YOUR Council . . . Representing and Endorsed by Every Industry!

William H. Weintraub,
Chairman
Co-Publisher of Esquire Magazine

Alvin Austin, Executive Director

DRUGS
Lee Bristol
Bristol Myers Company

DRY GOODS
Lew Hahn
National Retail Dry Goods Assn.

ELECTRICAL
J. W. Dunbar
General Electric Co.

HATS
Robert Patterson—Hat Life, Inc.

HOSIERY
J. W. Mettler
Interwoven Stocking Co.

JEWELRY
William D. McNeil—American Nat'l Retail Jewelers Assn.

LEATHER GOODS
Robert Rolfs
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Henry C. Bonfig
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ASSOCIATIONS
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National Photographic Dealers Association
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The U. S. Jr. Chamber of Commerce
Nat'l Assn. of Greeting Card Mfgrs.
Pajama Guild
National Ass'n of Retail Clothiers and Furnishers
National Shoe Retailers Assn.
National Stationers Assn.

CANADA
Geo. S. Hougham
Dominion Sec'y, Retail Merchants' Assn. of Canada

USE THIS ORDER BLANK TODAY!

National Council for the Promotion of Father's Day
32 East 57th Street, New York City

Date:

Please send us FOB New York, when ready, the following: TOTAL

.....Sets of Combination Displays, at $2 per set $.....

EACH SET CONSISTS OF
1 POSTER 25x36—6 colors—(Mounted on Board—Easled)
1 DISPLAY CARD 11x14—6 colors—(On Cardboard)
2 STREAMERS 8x21—6 colors—(Unmounted for window pasting)

4 PIECES IN ALL (No choice of units available. Packed and sold only in these 4 pieces to a set)
Also (Optional) send us

.....Thousand Package Stickers, in 3 colors, size 2x3, at $2.00 per M .. $.....

Enclosed is check....Money Order....for $.....

Name .....

Address .....

Attention of .....

NATIONAL COUNCIL FOR THE PROMOTION OF FATHER'S DAY

WE SHARE OUR GIFTS WITH YOU

THE first anniversary of CREATIVE FOOTWEAR as a new, revitalized shoe and leather publication witnessed a multitude of happy birthday greetings from many friends in all parts of the country. To each and every one we express our deep and sincere appreciation for your generous good wishes. Your comments are more than inspirational. They serve as a challenge to maintain the sound structural basis on which CREATIVE FOOTWEAR was founded, a challenge to be continuously geared to the new order of things in fashion and modern day merchandising. It is customary on natal occasions to share the joy and happiness that come from birthday gifts. And so we share with you a few of the kind and gracious thoughts, the priceless gifts we have received from our many friends. We know you'll enjoy reading them.

"Hearty congratulations and all good wishes on the occasion for the first anniversary of CREATIVE FOOTWEAR. Your outstanding achievement in the publishing field of Leather and Shoes is unparalleled and calls for much admiration. Your 'one year old' is a pretty husky lad, may he live long and prosper. The best wishes of the whole industry are yours this first birthday of your child." Carl Burgstahler, F. E. Foster & Co., Chicago, Ill.

●

"I want to congratulate you on your first anniversary of CREATIVE FOOTWEAR. I think you have done a marvelous job in giving first hand information on style from authoritative sources to retailers throughout the nation. Wish you every success." Harry Silver, O'Connor & Goldberg, Chicago, Ill.

●

"A very definite indication of the quality of a magazine, both as to its editorial and physical makeup, is to be found when it is passed from one employee to another. We have found this to be the case with CREATIVE FOOTWEAR. Wishing you much success for this year and those to come." Harry Rosenthal, Shoecraft, Inc., New York City.

"In these days when style is so predominant in footwear, and every wide-awake shoe man seeks correct style information along with other ideas, it is a satisfaction to have CREATIVE FOOTWEAR at our disposal. We look forward to its coming each month and have watched with much interest the progress you have made. I might add that our sales force is most enthusiastic about CREATIVE FOOTWEAR. It is an absolute necessity to have a well informed sales force for a good business. I congratulate you on your present achievement and wish you every success in the future." Geo. J. Dunn, Salem, Ohio.

●

"Congratulations to you and CREATIVE FOOTWEAR for your untiring effort in serving us in the shoe industry. Because you have kept us so well informed of 'What's new in Shoes,' the display men and advertising men eagerly await each issue. It most certainly is an innovation to our industry to have a book of this type that keeps us posed on ensembles for street wear, sport wear, and evening wear at all times. You certainly have done a real job. Keep it up." Marcus W. McWeeny, Kennedy's, Boston, Mass.

●

"May I take this opportunity of extending my heartiest congratulations on this, the first anniversary of CREATIVE FOOTWEAR. May your interesting publication continue to prosper. I receive most interesting and instructive news from CREATIVE FOOTWEAR and cannot speak too highly of the editorials." F. Pike, Arnold Constable, New York City.

●

"You are to be congratulated on the first anniversary of CREATIVE FOOTWEAR. I want you to know that in my opinion your initiative and courage in forecasting style trends has been very helpful during the past twelve months, and I sincerely hope you will keep up the good work." G. G. MacDougall, John Wanamaker, Philadelphia.

●

"What you set out to do a year ago with CREATIVE FOOTWEAR I believe you have accomplished. Its physical make-up is by far the most attractive that comes to my desk. There isn't a publication in the shoe business that can equal it for beauty and attractiveness. Better still, however, is the editorial policy and the character of the material that is presented from month to month. In my opinion you have made it 'tops.'" Gordon Evans, Lewis & Reilly, Inc., Scranton, Pa.

●

"You have certainly done a fine job with CREATIVE FOOTWEAR. I look forward to CREATIVE FOOTWEAR with a great deal of pleasure because it has a lot of style value which is so important in this fast moving age. Today, fashion is more important than ever, and shoes especially happen to be the most important accessory. The up-to-the-minute fashion slant that you are able to give the retailer should be very valuable. Keep this good work up, as we retailers today need this valuable information." Maurice J. Yoskin, Famous-Barr Co., St. Louis.

●

"I certainly have enjoyed reading CREATIVE FOOTWEAR during the past year. Its illustrations and reading matter have been improved so greatly that it is without question at the head of the field of trade papers. With the strong trend toward 'millinery' styles in women's footwear, we believe you are on the right track in emphasizing style and fashion." Fred N. Wells, Wells & Frost Co., Lincoln, Nebraska.

●

"To you and your associates my sincere compliments on your beautiful and tremendously informative magazine. I anxiously await each successive issue. CREATIVE FOOTWEAR is an honor and credit to the entire industry." Harry Bellows, The Bootery, Montgomery, Ala.

●

"Congratulations on your FIRST BIRTHDAY. Thanks a MILLION for the many useful and helpful ideas that you have brought me during the past twelve months. May you continue to grow big and strong so that your cries will be heard over the entire country by the shoe industry." Isador Liebreich Jr., Sig Haas & Son, Monroe, La.

●

"Heartiest congratulations to CREATIVE FOOTWEAR. I enjoy looking at the styles you show and always read the editorials. Best of wishes for CREATIVE FOOTWEAR." James Moorhead, Jr., Moorhead's Shoe Store, Quincy, Mass.

●

"At the present, retailers are facing so many influences on, and in, business, long range trends, etc. that most of them are eager, or should be, for the ideas set forth in CREATIVE FOOTWEAR.

"There continues to be substantial progress in the distribution of shoes and with competent and sound reasoning, such as we note in the articles for which you are responsible, many of the merchants' problems are given a high type of review and analysis. Through the columns of your paper, business men can keep informed on current conditions not only from the standpoint of style development and promotional knowledge, but he can likewise realize opportunities for profits that might lead to higher levels of activity and earnings.

"You are to be congratulated on the progress made during the first twelve months." Ralph P. Levy, M. Pokorny & Sons, Ltd., New Orleans, La.

●

"We don't have to go much further than to state we think CREATIVE FOOTWEAR is 'tops.' This is true not only in the shoe field but also with respect to your color ideas—what they are wearing and what they are going to wear. Your ideas also are very helpful in the buying of merchandise for the coming seasons and we wish to state truthfully that we look forward from month to month to the delivery of CREATIVE FOOTWEAR. Personally I call it a Godsend to the shoe retailer." M. G. Edel, Fred M. Nye Co., Ogden, Utah.

●

"Our entire organization has the opportunity of reading CREATIVE FOOTWEAR and all are unanimous in praising it. It keeps one posted on all of the new things in shoes not only in styling but in construction as well. You are to be congratulated on the general set-up and very interesting features published in CREATIVE FOOTWEAR." Robert E. Weschler, Weschler Company, Erie, Pa.

●

"CREATIVE FOOTWEAR is very welcome in our store. It is avidly read by the entire force and when I miss it from my desk I know some travelling man has snitched it. I am glad this happens for it is necessary that the 'Knights of the Road' continue to keep informed upon every phase of the shoe business." Eugene B. Ward, Morse & Haynes Co., Springfield, Mass.

●

"CREATIVE FOOTWEAR is the last word in trade papers. It is so good and so interesting that every reader should take it home where they can relax and read it from cover to cover, look at the beautiful illustrations and get the real value of this fine magazine. You have kept up the important 'men's' end of it, and, of course, that makes a big hit with me." Rube Metz, Metz Shoes, Chicago, Ill.

●

"Among the most outstanding qualifications which have placed CREATIVE FOOTWEAR in the front rank are: (1) its portrayal of styles leading from footwear to the complete ensemble through the means of illustrations; (2) its brief and concise analysis of style tendencies prepared by fashion experts; (3) its thorough and reliable information on important changes as they appear; and, (4) its timely and forceful editorials. We congratulate CREATIVE FOOTWEAR on its progress." Chester Herold, Herold Shoe Co., San Jose, Calif.

Creative
footwear
210 Lincoln Street, Boston, Mass.
Branches
NEW YORK CHICAGO PHILADELPHIA ROCHESTER WASHINGTON

20th ANNUAL
Boston
SHOE FAIR

Two Official Hotels
STATLER PARKER HOUSE

SHOE BUYERS will be given an opportunity of viewing the new Fall and Winter models — in all styles and price ranges — exhibited by the leading manufacturers of the country.

SHOE MANUFACTURERS will welcome all important buyers — with chain store, mail order, department store, wholesale and retail outlets — who will attend the Boston Shoe Fair from all parts of the United States and Canada.

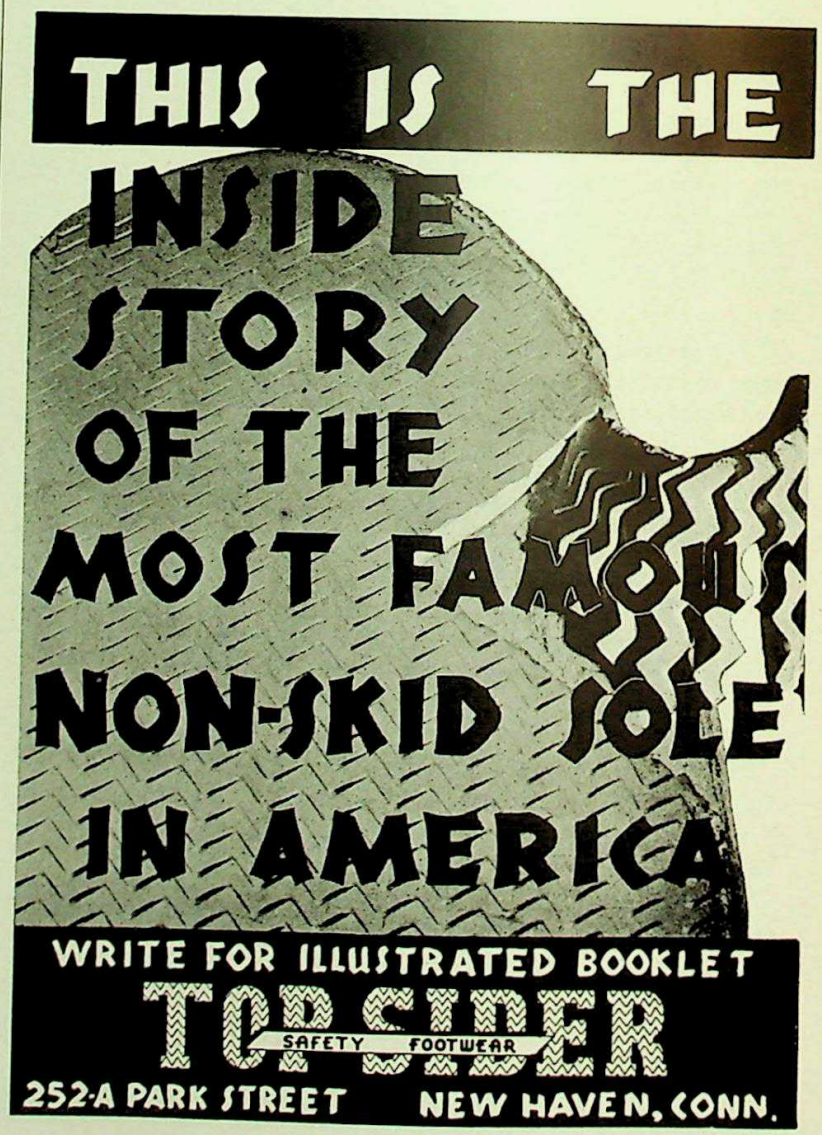
For sample room reservations write to

NEW ENGLAND
SHOE and LEATHER
ASSOCIATION
Shoe Manufacturer's Shoe Fair
Committee, LOUIS H. SALVAGE, *Chairman*
210 LINCOLN ST.
BOSTON

JUNE 5,6,7,8

FLASHES— FROM THE STYLE CONFERENCE

NEW YORK, Waldorf Astoria, March 29, 1939 — The Tanners' Council of America closed its two-day showing of new leathers for Fall at the Waldorf-Astoria well pleased with the amount of sample buying and with the general acceptance to current price levels . . . Shoe fashions of tomorrow stress color and comfort as evidenced by fashion show held before large audience of leading shoe merchants — members of National Shoe Retailers Association . . . Slip-ons and step-ins with side and front gores believed to be big for Fall . . . Opera pumps not important . . . Dutch influence will have effect on autumn models . . . Sandals — but not in as big proportion as this Spring . . . It was believed by some that volume on open toes for Fall will be greater than a year ago but SMALLER than this Spring (CREATIVE FOOTWEAR suggests slow speed on open toes in view of the fact that lasts in the balloon toe family are on the ascendency) . . . Little enthusiasm for open heel models for Fall . . . Nothing definite on high boots . . . Softees and stitchdown types for women are believed to be important for Fall . . . Button, button, who's got the button — they'll be good as ornamentation for Fall . . . Buckles should show increase . . . Less attention will be paid to tips and foxings . . . Suggest retailers keep eyes on rocker bottom models which will probably be shown with 14/8 heels and down



. . . Believe that consumer interest has waned on platforms with exception of evening slippers . . . Little interest in wedge heels . . . Wine is recommended as an important color in women's fashions . . . FLASH FLASH — Harry G. Johansen, genial and efficient President and Treasurer of Johansen Bros. Shoe Co., St. Louis, appointed Chairman of the Executive Committee of the National Shoe Fair for 1940 which will probably be held in Chicago . . . Many interesting developments in men's fashions . . . Reported that hand staining has grown to such a degree that it will be featured in practically every $5.00 and up store — believe volume antique staining will grow . . . Great interest in new rocker bottom shoes for men . . . Water-resisting leathers for Fall will be popular . . . Thicker soles will have new interest . . . Wine tones in country shoes will grow — this is on the color card as Barolo, a new wine brown in a lighter rendition than the typical Cordovan shades, for smooth and grained leathers . . . Yarns in men's Fall suitings will be heavier and coarser, a trend that will have a distinct bearing on shoe styles . . . Slack shoes and lightweight ventilated shoes for the Summer, heavier brogues for the Fall and Winter, dress shoes and sport shoes, are rapidly becoming fixtures of male wardrobes . . . Reported by Tanners' Council that per capita consumption of shoes in this country is slightly more than 3.0 pairs annually — (Women's 3.7 pairs, Men's 2.1 pairs) — this exceeds by almost 50% the number of shoes worn by average consumer in Great Britain . . . Nowhere else in the world are consumers as well shod as in the United States . . . It's a great industry . . . For further last-minute information and illustrations of shoes shown at Styles Conference see page 54.

THE THOROUGHLY ESTABLISHED LINE

Safe FOR EVERY WHITE SHOE

FAST SELLING

PROFITABLE

DEPENDABLE

WHITTEMORE'S WHITE SHOE DRESSINGS

YOUR JOBBER IS WELL SUPPLIED
ORDER FROM HIM NOW!

SOLD FOR NEARLY A CENTURY

WHITTEMORE BROS. CORP., CAMBRIDGE, MASS.

Extra Profits Ahead!

FOR DEALERS WHO FEATURE

SUN-TOGS
BY GOODRICH

Goodrich Sun-Togs have what it takes! In up-to-the-minute styles. In color variety. In fashionable fabrics. In comfort and quality construction! You'll sell them *fast* and you'll get an extra profit on every pair! Plan *now* to make your 1939 sandal season bigger and better with Goodrich Sun-Togs!

Goodrich will do a strong pre-selling job for you with striking national advertising in full color. And a strong point of sale job, too, with a unique localized sales promotion program. Our salesmen are showing the new Sun-Tog models now. Be sure to see these champion profit-builders as soon as possible!

GOODRICH FOOTWEAR, WATERTOWN, MASS.

STYLED FOR BIGGER AND BETTER PROFITS!

BECKWITH soft BOX TOES

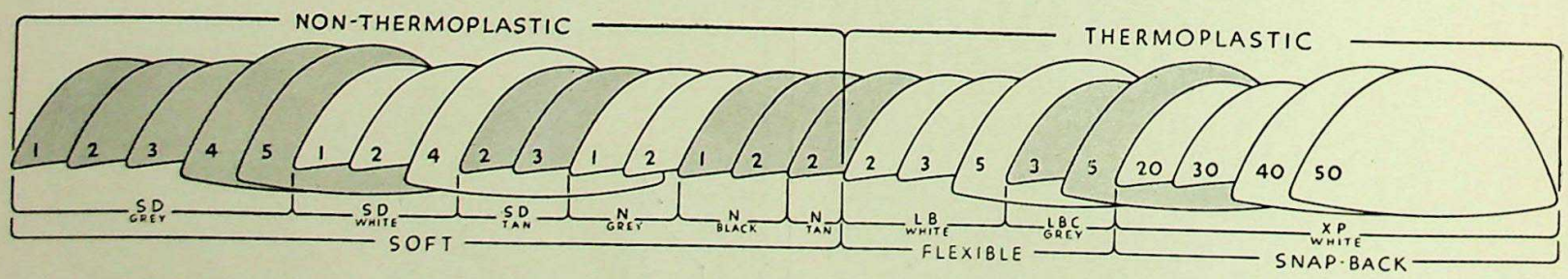
24 types and weights of Soft BOX TOES for every 'Softie' requirement

Study the chart at the foot of the page. Examine the variety of weights available in the four basic types of Beckwith soft box toes. Fifteen individual gauges in the non-thermoplastic group, in two material types, cover every weight specification for *springy* softness. This group, cemented into the vamp construction either in the fitting-room or at pulling-over, requires no conditioning at toe operations. The felted SD type, in black, white, or tan, is the trade standard for *springy* soft results. Uniform, durable, and easily manipulated, SD produces trim finished toes with minimum effort. The N materials, made for the less expensive shoe grades, are top value in their class. Made under SD standards, they are extremely uniform and remarkably strong; ideal for either *light* soft toes or as toe foundations *behind the open toe*. Made in women's weights only in grey, black, and tan.

In the thermoplastic bracket, the cork compounded LB, in five weights of grey and white, is used for *semi-flexible* results. Applied to vapor*, LB becomes fully extensible for simple speedy toe lasting. The patented and newly released XP line, made in four weights of white only, and featuring a *snap-back* resilience, is recommended for quality shoes where light gauge, permanence, and liveliness are desired. XP bed-lasts best if slightly vaporized. All Beckwith soft toes perforate cleanly.

Write for samples, selecting your toe type and weight from the chart. Material weight numerals, running left to right, indicate light to heavy weights accordingly. Enclose paper patterns of desired sizes.

*Beckwith conditioning machines supplied to users of our products without charge.



BECKWITH MANUFACTURING CO.

DOVER, NEW HAMPSHIRE

SHERBROOKE, QUEBEC CANADA

AGENTS: GEO. A. SPRINGMEIER CO., CINCINNATI, OHIO

MILWAUKEE, WISCONSIN

WRIGHT GUHMAN CO. ST. LOUIS, MO.

Creative footwear

Incorporating THE SHOE STYLE DIGEST

"THE LIFE OF THE INDUSTRY"

MAY 16 1939
U. S. PATENT OFFICE

MAKE YOUR WHITE SEASON PROFITABLE

IF A constructive and profitable merchandising job is to be done on white shoes this summer selling plans should be perfected right now before the season actually begins. White shoes, as is the usual custom, are received by the great majority of retailers in the northern portion of our country from about April 1 to May 15. Buying records in many localities indicate that the majority of consumers do not begin to buy whites until the month of June. Thousands of others do not purchase their white or summer shoes until July for use during August, the country's greatest vacation month.

Faced with these facts it takes but little common sense to appreciate that the vicious slaughter of white shoe prices early in June is an absolutely useless and silly operation that cuts into the very vitals of profitable retailing. Retailers who break down the price structure on this type of merchandise not only hurl away all chance of profit for the season but likewise seriously endanger the retail selling standards within their own trading areas. The elimination of white shoe sales and cut prices early in the season is a matter that can easily be solved by a cooperative attitude on the part of shoe retailers within the confines of each community.

Might we suggest that you meet with other shoemen in your community and discuss the important matter of "dating" the sale season of whites. Make it clear that white shoe sales at the beginning of the season are ruthless profit destroyers. All buyers will agree that profits at the end of a season are much more important than any pairage record one might hope to achieve. Check carefully and you'll find that advance-season sales break down service standards, create jittery and false impressions in the minds of consumers, make the public price-conscious rather than quality and fashion-conscious. Ten to one you also will find that advance sales kick all seasonal profits out the back door.

It has been said by some retailers that July 15 is the earliest time clearance sales of whites should commence. We know of other red-blooded individuals who believe that no whites should be disposed of by sale methods prior to August 1. This is really a geographical problem. What is duck soup to one group of retailers may be but thin broth to another. The chief thought, however, is that all retailers should get together and determine a clearance date that will help to eliminate the vicious competitive practices that have prevailed in previous seasons.

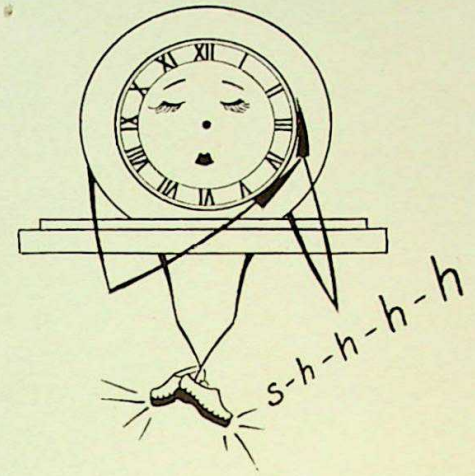
Bad weather conditions undoubtedly throw into confusion the plans of many merchants who are endeavoring to perfect sales-control and dating systems. We cannot help but be sympathetic to those working under such difficulties. Humans have no control over such matters. We do, however, have the power, if we have the will, to correct bad merchandising procedure that tends eventually to affect the entire industry.

The success of the shoe and leather trade is not predicated on a policy of ruinous competition and cut prices. It is an industry that has definite quality and fashion standards to meet, maintain and promote. Controlled sales are a powerful agency towards the rejuvenation of profit. Make your white season a profitable season by being a profit maniac.

Harold R. Quimby, Editor

Hooded Spectator Sports

HOODED spectator sports dress of silk print with gay multi-color motifs on a bright blue ground. Worn off the head, the attached hood forms a chic shoulder capelet. Customers will ask you, "What type of shoe is right to wear with a dress of this sort?" CREATIVE FOOTWEAR'S answer is something informal and gay, like any one of the shoes shown in the story on the opposite page.

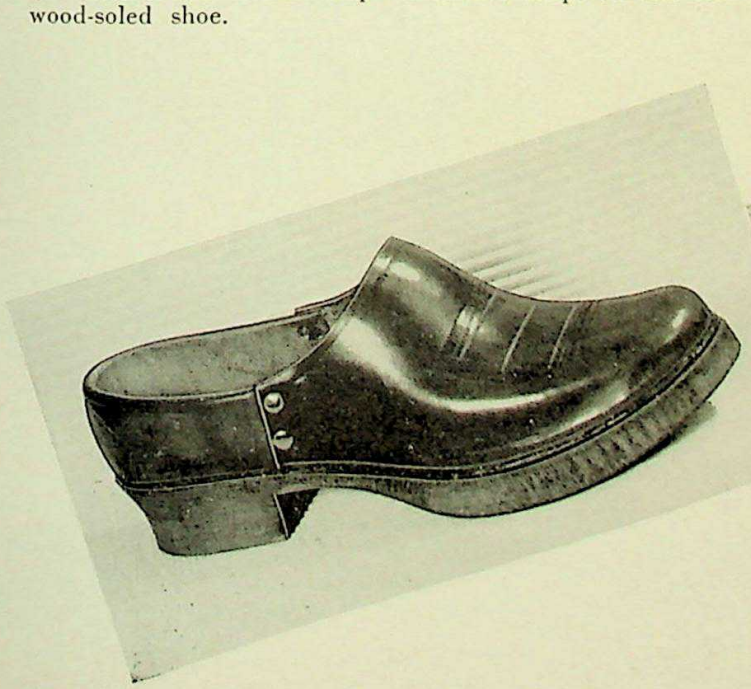


"SILENT CLACKS"

WITH colleges, and more recently high schools, forbidding students to wear wooden soled shoes—in an attempt to save wear and tear on their floors as well as their nerves, we assume—manufacturers have set their brains to work thinking up devices to deaden the "clack" of the wooden shoe, and at the same time preserve the character of this shoe which has won such popular acceptance. Because—who knows? —come Fourth of July, even resorts may have something to say in defence of the holiday late-sleeper by prohibiting the wearing of wooden soles on fashionable boardwalks and sidewalks.

Not that we think the wood sole, clatter and all, is finished—far from it. You'll sell *lots* of wooden soles, and you'll sell them straight through the summer for late July and August vacationists. But you'll want to stock some of the "silent clacks," too, as the newest development of the wooden sole type, with special appeal for those customers who prefer to "tread softly."

Reading from top to bottom, (1) Stilt-heeled, wood-soled oxford, with leather "softeners" on sole and heel. Courtesy of Schwartz & Benjamin. (2) Multi-colored beach shoe with grooved cork heel and cork sole, by J. Mackey & Son. (3) Eastern Footwear Corporation silences the "clack" by a rubber insert across the ball of the shoe, and a rubber lift. Patent applied for. (4) This Dutch boy conceals its wooden sole under an exterior coating of cork. Featured by J. Mackey & Son. (5) Beachcraft substitutes a thick crepe rubber sole for the more usual wood. (6) Saks Fifth Avenue imposes leather strips on sole and heel of an imported wood-soled shoe.



SHIRT WAIST FUROR

BY DAY . . . It was bound to be a big suit season anyway. But when the shirtwaist furor zoomed across the country on a wave of frothy lace and frills, the fashion was clinched. You'll see jaunty little full-skirted suits worn straight through the summer for town, in summer silks and rayons, made devastatingly feminine and crisp and cool by sheer cotton shirtwaists, frothy with lace. There'll be lace-edged petticoats flickering beneath full hemlines — and lace "paper doily" brimmed sailor hats—and candy-box frills on crisp white gloves. And for shoes? CREATIVE FOOTWEAR calls your attention to Stewart and Potter's new last, photographed on the left, below. Called "Nobby," it is reminiscent in shape of the bull dog turned-up toe worn by men in the 1910 era. You'll hear much about this revolutionary new shoe profile in the months to come. (See also CREATIVE FOOTWEAR's "Promotion of the Month for May" on page 33 of this issue.)

At the right we show Palter deLiso's spat shoe, with patent leather vamp and elasticised gabardine that molds itself to the foot—quite in the spirit of the 1910 shirtwaist and skirt theme. Photos by Ilse Hoffman.

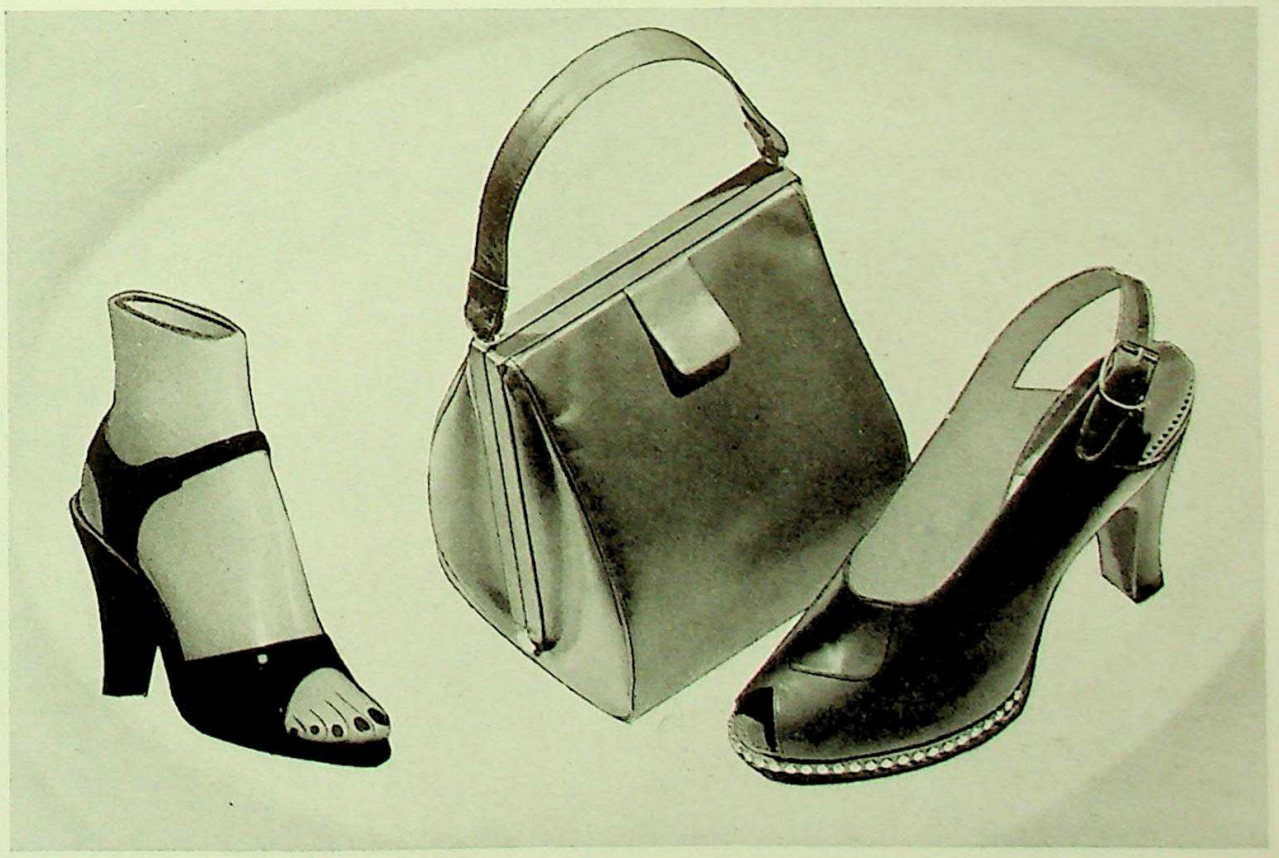
BY NIGHT . . . For informal evenings the shirtwaist and skirt is fast becoming the great American uniform. As first done, it was severe in line, the blouse tailored with the precision of a man's shirt. But when the nation was seized with a mania for frothy white lace, the shirtwaist dress turned feminine. It turned cool, too, and is destined to continue as the ideal costume for summer evenings—both in high style merchandise where workmanship and beauty of detail will mark the dress as "good," and in volume merchandise where it can be copied down for inexpensive blouse and skirt promotions. Some of the dresses are culotte-skirted, for greater informality, chic and comfort.

What shoe will you sell for the evening shirtwaist dress? An evening slipper is obviously too dressy.

CREATIVE FOOTWEAR suggests an accessory team, pump and bag, (to the right below) of kid, red as Hades! We've been giving you hunches on bright red shoes in every issue of the magazine since November. The hunches were good; RED has become a definite fashion, promoted with huge success on Fifth Avenue. We like the idea of two vivid red splashes against the frosty whiteness and black-as-night blackness of a shirtwaist and skirt combination.

As an alternative, we suggest the exceedingly open black patent sandal to the left, below. Promote it for wear with the plaid or gypsy-striped skirts, progeny of Chanel's famous evening shirtwaist success.

To the right, below—Palter DeLiso's bright red kid pump with nail-studded platform, with Koret's matching bag of soft kid. Left —"Scanty" in black patent leather. A DeLiso Deb from Samuels.



Below, Left, a Thompson Brothers Model of Navajo Brown by Eisendrath. *Right*, A French, Shriner & Urner model in Meerschaum Calf by Eisendrath.

Bottom illustration, Left, Knipe Shoe Co. presents a spade soled model. The upper is of Pheasant Tan Calf by Eisendrath. *Center*, E. T. Wright presents an attractive model in medium luggage tan calf by Eisendrath. *Right*, Commonwealth Shoe Co. feature an Eisendrath Calf leathered model in the new dark shade of tan known as Britain Brown.

PEEKING INTO FALL

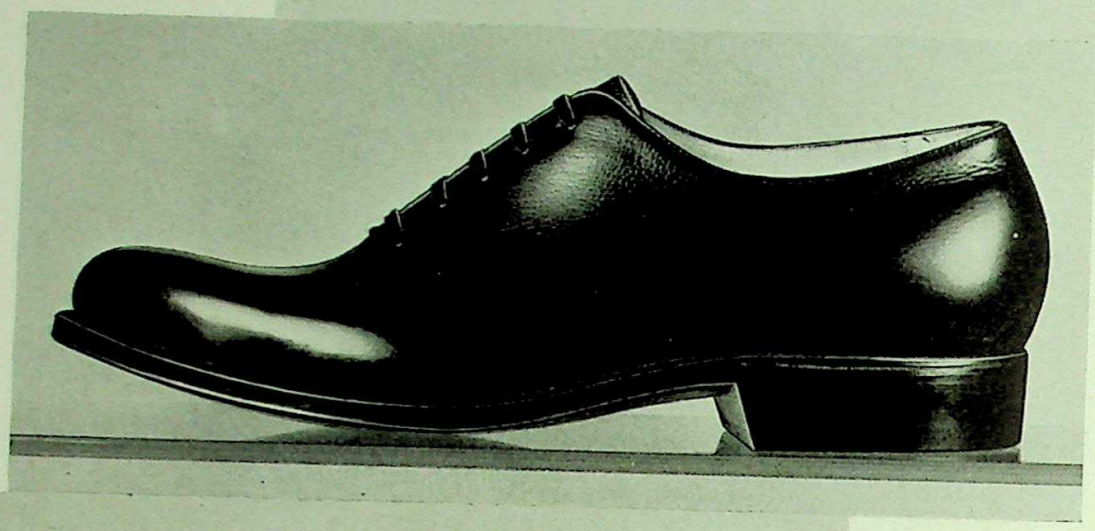
WHILE it is still too early to prognosticate with any degree of accuracy just what will or will not "go" for fall in men's smart dress shoes we've jumped behind the scenes and snared eight attractive models that in a more-than-ordinary manner, point the way for leathers, colors and treatments. These shoes have been selected because of outstanding features which briefly summarized are as follows: (1) Fine dress shoes will have close trimmed soles, extra fine detailing, stitching and perforations, and generally will feature six invisible eyelets: (2) In the second classification of dress shoes we have extension soles, more rugged perforation treatments and increased attention on leathers and leather treatments; (3) In the third classification, brogue types, we find long wing tips, extra heavy perforation treatments, treated soles, antique finished uppers and new novel leather presentations.

Right, Crepe soled model by Conrad Shoe Co. Gambola saddle tan upper by Gutmann. *Center,* Antique finished model, Ski leather by Gutmann, Shoe by Diamond. *Left,* Conrad present a heavy perforated model, Hunting Tan Calf by Eisendrath.

These are to harmonize with the coarser and more pronounced fall fabrics. Shoe patterns are classic. Outside of the points which we have mentioned the pattern arrangement of dress shoes for fall will be fairly close to the accepted, proven, sales building designs to which we have been accustomed during the past few seasons.

There is, however, one very important aspect in the fall situation which should be closely studied by retailers of men's footwear. It is the matter of color. The Textile Color Card Association in cooperation with tanners, shoe manufacturers and retailers have introduced four new colors for men's shoes for fall. Britain Brown, a new color, is of the medium tobacco type of brown and is a new blending color for volume shoes. It was first sponsored in suitings and hats, and is now growing in acceptance for town type of shoes. This color is especially good in smooth and soft grain leathers for straight tip, wing tip and medallion tip formalized patterns such as you see on the opposite page. Barolo is, likewise, a new color. It is a new wine brown in a lighter rendition than the typical Cordovan shades and is adaptable for both smooth and grained leathers. While Barolo will probably not develop into volume it should be watched because it ties in with the wine and maroon tones so prominent in ties, socks and striped shirtings. It is for the casual type of town shoe with semi-brogue detailing. For those who want a new sports brown that is ruddier than the basic Heath Brown, a new color known as Bracken Tan has been created. Heath Brown, as you will recall, was featured as a volume color for heavy elk finishes and reversed leathers, as well as for boarded and willow grain finishes. The new Bracken Tan steps into this very same field and will probably be used for classic sport types, brogues, moccasin and ski front patterns, and for casual and leisure type country shoes. For casual and country types of footwear, such as the new rocker bottom and thong-laced models worn by spectators at country sporting events a new rust tone of sports leather, termed French Cognac, has been created. This will be shown in sports leathers of all types, including heavy pebbled grains and reverse leathers.

Five of the accepted colors for fall are repeats from last season and include: (1) Scotch Brown which is important for fall because it has perfect blending qualities with the dominant browns in men's new coatings and suit- *(Continued on Page 43)*



Reading from top to bottom, (1) A grained tan leather model, solid leather sole and heel, with extended wing tip, featured by M. N. Arnold Co. (2) Field & Flint present this attractive one-piece upper model with Dutch heel, rocker bottom last. (3) The Dutch Boys have gone into the perforated field as indicated by this new model by Field & Flint. (4) Banister presents a Dutch Boy pattern soled with a shapely designed crepe bottom.

DUTCH BOYS FOR "HE" MEN

DUTCH Boys for men are "rocking along" in a steady, surging manner that definitely places them high on the list of accepted fashions. If you'll remember when they were first introduced just eight short months ago, eye brows were raised, heads were canted to one side, and many tongues went into cheeks. But behind it all there was a quizzical interest in these nobby looking shoes, a quizzical desire to learn more about their comfort and walking qualities. Out of it all came a new pattern treatments which lent interest to the last design and, today, styles run the gamut of accepted fashions including leisure and loafer types, perforated models, two-toned originations, and smooth and grained leather creations. Most models are equipped with leather soles and leather heels, but we've seen one, which we've illustrated, that has a rocker bottom crepe sole.

One does not need to be reminded that wearers of footwear are sort of "rocker-bottom-conscious." Wood soled clogs for our glamour girls promin-

ently displayed in store windows have had a tendency to make "rocker bottom" shoes a swell topic for discussion across the dinner table, in dormitory halls, on the campus, wherever young men and women gather to "slay" the subjects of the day. Perhaps that is one reason why this type of shoes has caught on with such a steady, sure grip. However, one thing is certain about Dutch Boys. They are the type of shoe that can be dramatized to a nicety. They lend themselves to a multitude of sales promoting devices and theme stories such as many "in-and-out" styles do not. There is romance behind these shoes—and that's a mighty important thing if you've got men at the fitting stool who like to talk about footwear that is new, unique, different, and out-of-the-ordinary. We would like to extend a word of caution in regards to these shoes. It is important that they be constructed on the right type of last—a last that is specifically designed to provide the necessary and essential toe spring, with ample room across the ball of the foot. Because we have seen shoes that were made on makeshift lasts that wrinkled at the instep and bulged at the throat we issue this word of warning.

Reading from top to bottom. (1) Taylor features an attractive Dutch Boy pattern that carries a short wing tip. (2) Field & Flint show a two-toned Dutch Boy model with leather sole and heel. (3) Stetson have stepped out with a new leisure type of Dutch Boy, thong-laced, with thongs extending completely around top of quarter. (4) A concealed gore model by Banister. Goring is fastened inside of quarter to allow for easy fitting. These shoes built on the Amsterdam Last by United.

DON'T FORGET WHITES

WHILE there's still time to buy for summer, CREATIVE FOOTWEAR wants to reiterate its belief that white remains the backbone of summer business. Naturally, this won't be the sort of "big white season" that we used to have when the open dark shoe didn't exist, and the white shoe was the one comfortable thing that a woman could wear, in town or out of it. Nevertheless, CREATIVE FOOTWEAR believes that, given some hot, dry weather, women will demand whites, just as they always do. One change to note is the fact that among these whites, the proportion trimmed with tan, with brightly colored lacings, or with navy or wine seems likely to increase.

It should be possible to make every woman feel that she needs at least two pairs of shoes this summer—a white (or white-and) for country, an "open dark" for town. And she might throw in a brightly colored shoe for good measure—(for instance, that same bright red that we've been talking about since December, and which materialized in Fifth Avenue promotions in March.)

Top row, left to right (1) *White pig* is the material of this smart and practical little summer oxford with Dutch boy heel. From Carlisle Shoe Co. (2) *White kid* makes a graceful afternoon sandal. By Carlisle Shoe Co.

Bottom row, left to right (1) *White mesh* is laced with *white patent* to form a new and interesting surface for the vamp of this *white patent leather* sandalized pump by Valley Shoe Corporation, who does a bag to match it (not shown). (2) *White elasticized suede*, perforated throughout, make as soft a summer shoe as you can find. Tan plaform and bow. By M. Wolf & Sons, Inc. (3) *White suede*, perforated throughout, is used for the upper of this sandal, the platform is *white linen*. By Unity-Grossman.

LOOKING AT LINENS

THERE'S a fair amount of interest in linen right now. It's not one of the big materials of the season, but it's getting a quiet play among the better houses. And it's worth looking into.

Among the linen highlights are:

Eyelet embroidered linen—picking up the "lingerie touch" that is one of the important fashion notes of the year, in ready-to-wear and millinery,—resulting in as dainty and elegant a shoe as you can find.

Wheat linen—expected to be the best seller, of all the linens. especially when trimmed with tan calf.

Hopsacking weaves—coarse, heavy linens, a little difficult to work. but interesting in texture, and lovely when dyed in soft colors.

Linens woven in stripes—new-looking versions of the multi-colored shoe—very practical accessories to several costumes.

And don't forget that the white linen shoe, which can be dyed, furnishes one practical answer to your stock problem in this season when a customer may ask for any color in the world.

Top row, left to right (1) *Coarsely woven hopsacking linen* is used by Carlisle for this open oxford in light blue with tan binding. (2) *Coarsely woven linen* takes color beautifully. Newton Elkin uses it in this open pump with natural quarter and back, with vamp in soft shades of blue, rose and green. (3) *Eyelet embroidery* is news in petticoats, dresses, collars, millinery, — and it's even bigger news in shoes. M. Wolf & Sons make this pump in white linen covered with baby blue eyelet embroidery.

Bottom row, left to right (1) "*Petticoat Fever*" is the name that Schwartz & Benjamin gives to this pump of pale yellow linen with dainty eyelet embroidery in red. (2) *Roman striped linen* is used by Schwartz & Benjamin to make this Roman-striped pump, — a shoe that will make an effective accent to almost any summer costumes excepting a print.

Reading from bottom to top.

(1) MESH — is one of the great stand-bys of the season for "open darks." Schwartz & Benjamin feature a new "cable stitch mesh," in this black, open oxford.

(2) DARK SUEDE — "open darks" of black or navy suede are style news this season. This low heel black suede sandal from Andrew Geller is appropriate for town or country, day or even for evening, with the informal type of evening shirtwaist dress.

(3) PATENT LEATHER — should carry through summer as an important material for "open darks." Usually it will be black, but brown may be high style, as the Carlisle Shoe Co. shows it in this open sandal trimmed with rows of colored stitching.

(4) (Upper right) KID — is used by the Valley Shoe Co. for this "open dark" sandal. Both kid and lightweight calf are suitable for promotions in "open dark" — at their best in navy, wine or brown.

"OPEN DARKS" CARRY THROUGH

IT ISN'T so many years since all dark shoes were closed affairs, hot as blazes. Today, they're so open that they look like webbing on the foot, they're cool as anything you can put on, and they're the most practical thing a woman can buy for town wear.

Women are realizing this. The quantity of dark shoes selling on the coast and Texas today is extraordinary. Even more extraordinary was their success in Florida during the past winter. Women like them for town wear with prints, with dark sheers, as accents to light colors. And some women will even wear low-heeled versions in the country, with black or navy linens, or prints.

These are the colors and materials that your customers will want in "open darks" — Summer 1939.

Black — patent, in very open patterns; mesh; some suede for high fashion.

Navy-blue — mesh, calf, kid, some suede for high fashion — not as large volume as black, but saleable, nonethe less.

Wine —mesh, calf, kid, a little suede — good accent to pastel costumes.

Brown — high fashion, to tie in with millinery.

Our own hunch

A new "dark" is the very dark green that Molyneux brought out in the February Openings and called "navy green." It would be possible to stage an interesting June promotion on shoes and hats of this color, in view of the fact that it is going into millinery and prints. Naturally, this would not mean volume.

FEATHERWEIGHT SUEDES

SUEDE, which used to be a synonym for fall, is taking its place in the year-round picture. This summer, it is extending its uses.

There's no news to suede surfaces in white — because white buck and suede shoes have sold, season after season, for many years, and are as good as ever today.

There's not much news to suede surfaces in pastels and high colors because these were the first colored shoes to make a definite place for themselves and they're better than ever this year on high heels for dress, or low heels for sports.

But there's real news to black and navy suedes — in very open patterns, for midsummer promotions. A few high-style stores have experimented with black suedes for the past two years. This year, it's quite possible that there may be general business on dark suedes, in line with the swing to "oepn darks."

And there's also news to sueded pigskin, in natural, bright colors, and pastels, for sports and spectator wear.

Top, right, PALE BLUE SUEDE is used by Palter DeLiso in this open pump for formal afternoon or informal evening wear. The platfor mis studded with bold nail-heads. Pastel and brightly colored suedes are smart for day time wear and informal summer evenings.

Top Center, WHITE SUEDE continues on its way as one of the basic materials of the summer season. Courtesy of Samuels Shoe Co.

Lower Center, NAVY BLUE SUEDE trimmed with lines of stitching in red, orange and bright blue from Newton Elkin — the perfect shoe for a navy blue print dress. Watch navy blue suede as a material for open darks.

Below, BLACK SUEDE is made into an open shoe and gayed up by multi-colored daisy matifs laced into widely spaced perforations. Featured by Valley Shoe Co. We show with it Valley's patent leather bag spattered with the same flowers, on the theory that one of the smartest methods of accessory coordinaion is to use a maching shoe and bag in the same color, but not the same material.

Upper boot courtesy of Colt-Cromwell. Lower boot courtesy of All America Shoe Store, Boston (retailers) and McGrail Shoe Co.

"BOOTS AND SADDLE!"

Y-U-P-E! The "Dude" ranch is in full swing!

BOOTS and saddles, ten gallon hats and chaps, cowboy shirts and neckerchiefs complete the style and equipment of the countless number of "tenderfeet" who are hitting the trail a la Kit Carson through the medium of the now very popular "dude" ranch.

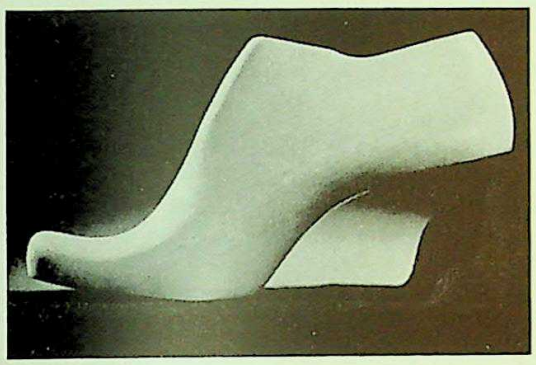
And this doesn't mean that all are heading for the great, wide open spaces of the West to experience the joys and thrills, as well as to derive the benefits and relaxation, that come from ranch life, for even in staid old New England the "dude" ranch has been growing apace. But then, much in the way of sport or outdoor activity has been born in this time honored section of the country. A notable promotion was that of popularizing winter sports which had its inception a full eight years ago with the start of the first snow train for the New Hampshire hills.

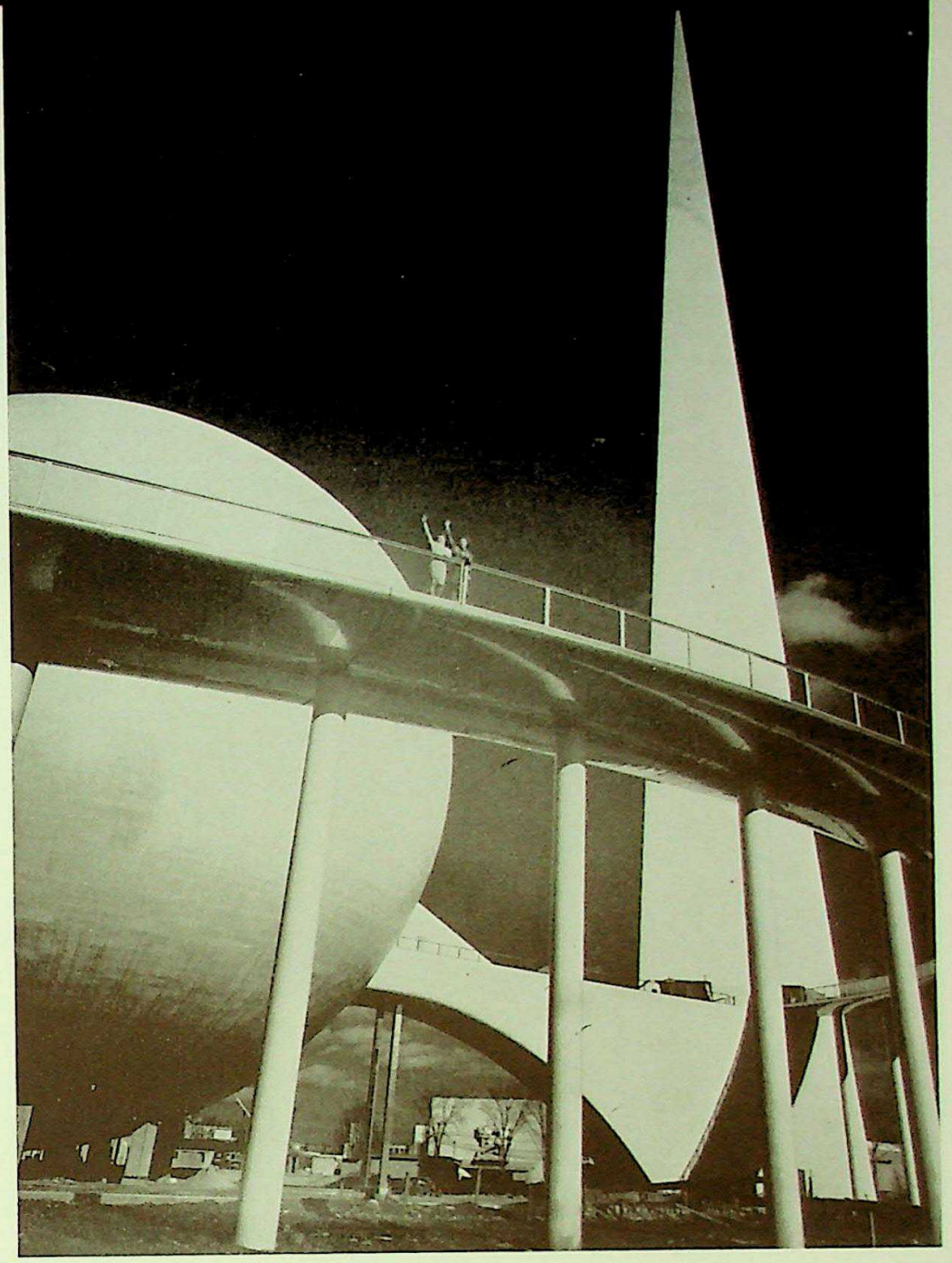
Subsequent years have witnessed the amazing and widespread popularity of skiing and kindred winter sports throughout all sections of the nation where snow is available during the colder season of the year.

Close on the heels of all of this came the intense stimulation to industries such as ski, skate, snowshoe as well as shoe and clothing manufacture. Likewise, it gave a fillip to transportation, and to such an extent has the business of those dealing in food and lodging increased that today many New Hampshire farmers report greater profits from the "ski crop" than that which the agricultural harvest yields.

It is difficult to prophesy what the future holds by way of increasing interest in the "dude" ranch. Nevertheless, we do know that in the Far West and Southwest ranch life has proven a lure to the tired city dweller who turns "tenderfoot" for the purpose of seeking rest and relaxation.

(Continued on Page 57)





Creative footwear's PROMOTION FOR MAY

CLOSED SHOES FOR THE FAIRS

CHICAGO merchants, so the story runs, were surprised by the demand for closed shoes that grew up during the Fair, in the thick of the hottest weather you could imagine. When they came to track it down, it appeared that a good many misguided women had gone to the fair in nice cool, open-toed, open-heeled sandals — and picked up all the little stones that lay about on the gravel walks.

Many of your customers will go to one Fair — or both. And you'll get extra business if you sell them their "Fair" shoes instead of leaving that to the merchants of New York or San Francisco. Shoes for the Fairs must have closed toes. And new lasts, revolutionary in toe profile (such as the one illustrated above, made exclusively for Saks Fifth Avenue by the Sterling Last Co.), have been developed to give the closed toe a definite style interest, coupled with a blessed roominess for feet long-accustomed to the freedom of open toes. Play up these new closed-toe lasts, close up the heels, cool the shoes through perforations — and give your customers "Fair" shoes that are comfortable, new and gay.

THE MODERN BRIDE takes a vow to forswear the traditional satin pump with a cluster of orange blossoms at the throat — good for nothing but the wedding march. Only the super-sentimental bride wants a wedding shoe that she will put away after the ceremony, wrapped in lavendar and black tissue, to bring out fifty years later to show her grandchildren. CREATIVE FOOTWEAR suggests that you play up white satin sandals for the bride, such as this slipper by Tupper Pre-View, Inc., shown in the insert, with the idea that they can be dyed any color she likes after the wedding. And you might offer the dyeing, as a special service, free of charge, as your own salutation to the bride. Bride's photo courtesy of the International Silk Guild.

The "Jug" GOLF SHOE

FOOT-JOY

REG. U.S. PAT. OFFICE

"The Shoe that's Different"

HAROLD "JUG" McSPADEN

Winner Mass. Open 1936-7-8 — Runner up P. G. A. Championship 1937 — Winner Miami Open 1938 — Winner Houston Open 1938 2nd in Los Angeles Open 1939 — 3rd in New Orleans Open 1939 — Established world's record 59, in 1939 — San Antonio, Texas.

BUILT for the experts this new "Jug" FOOT-JOY Golf Shoe No. 1152 hits a new sport note—which discriminating golfers will be eager to have you show them. It is only one of many shoe styles given in full colors in our new catalog now ready for distribution. Send for your copy, and our plan that makes selling easy. Remember, we carry them all in stock for you.

McSpaden says his best friend is FOOT-JOY, "the shoe that's different." He wears the shoe in all his par breaking golf matches, and wears nothing but FOOT-JOY for all other occasions. "Keeps my feet in trim" Jug says and adds "They're mighty smart in appearance, too!!"

FIELD AND FLINT CO.

BROCKTON, MASSACHUSETTS

Bootmakers to Gentlemen since 1857

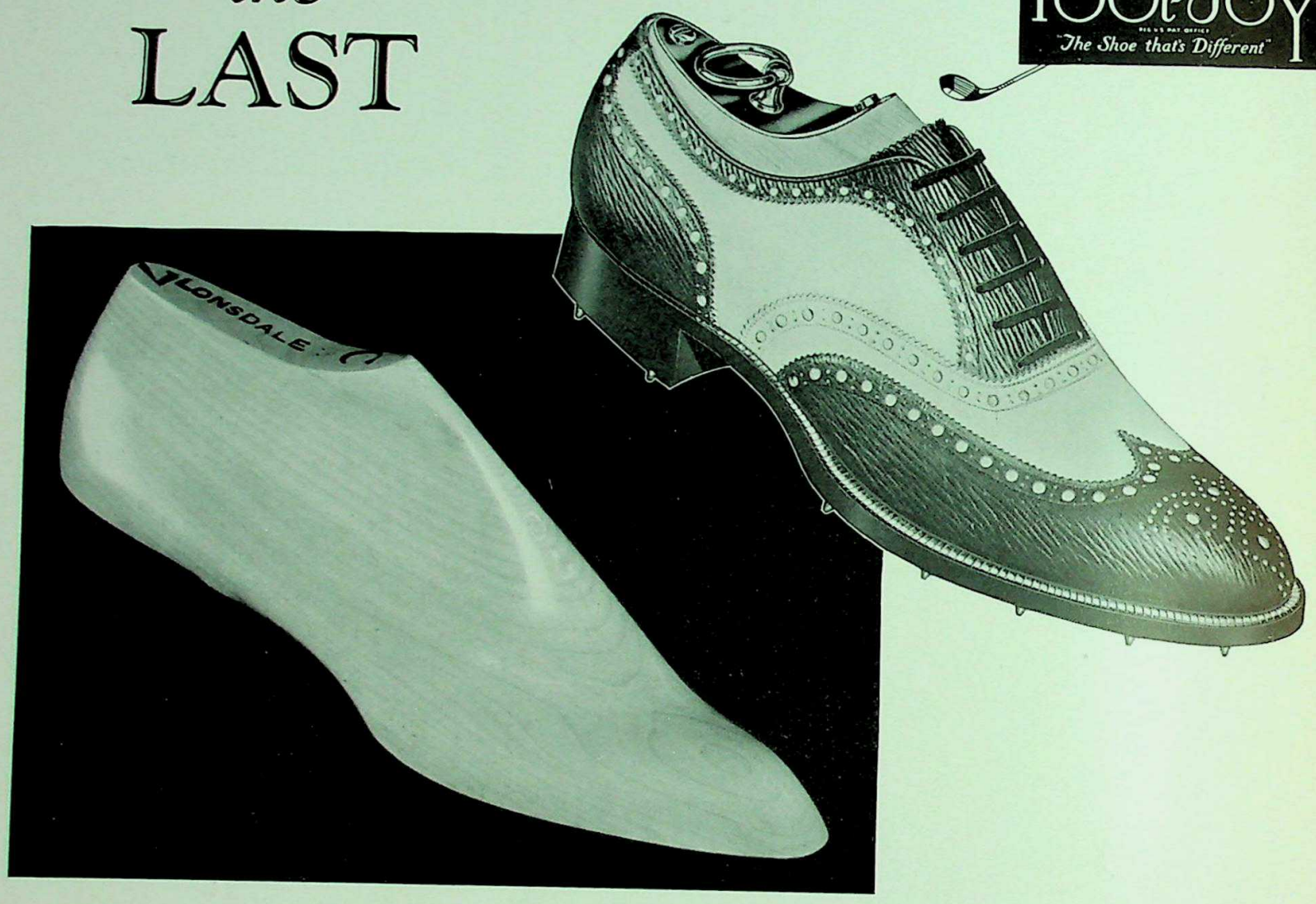
Also Makers of Dr. M. W. Locke and Anatomik Shoes for Men

Style 1152
White Buck
and Tan Grain
IN STOCK

First the LAST

The "Jug" GOLF SHOE

Foot-Joy
"The Shoe that's Different"



The LONSDALE *Last*

How significant it is that in selecting the organization to supply the last for the "Jug" McSpaden golf shoe, it was decided that the UNITED LAST COMPANY was best equipped to render service desired.

The "Lonsdale" is designed to allow for wool hose, giving ample room for "toe" play. The close fitting arch is another of the special specifications.

The many unique features of the "Jug" McSpaden shoe assure it an outstanding success.

UNITED LAST COMPANY

56 Cherry Street — BROCKTON BRANCH — Brockton, Mass.

KISTLER "BENCH BRAND"
SOLE LEATHER

is "A Natural" bottom for a shoe that must take the stresses of Golf. Its heavy-hide substance is close in grain, strong of fibre, moisture resisting and equal to the utmost service per iron of thickness. It is a product that strongly appeals to the discriminating.

KISTLER FIRST GRADE

CHART OF A SIDE OF SOLE LEATHER. KISTLER "BENCH BRAND" SOLES COME FROM PART COVERED BY OUR TRADE MARK.

KISTLER Leather Company

FOUNDED - 1840

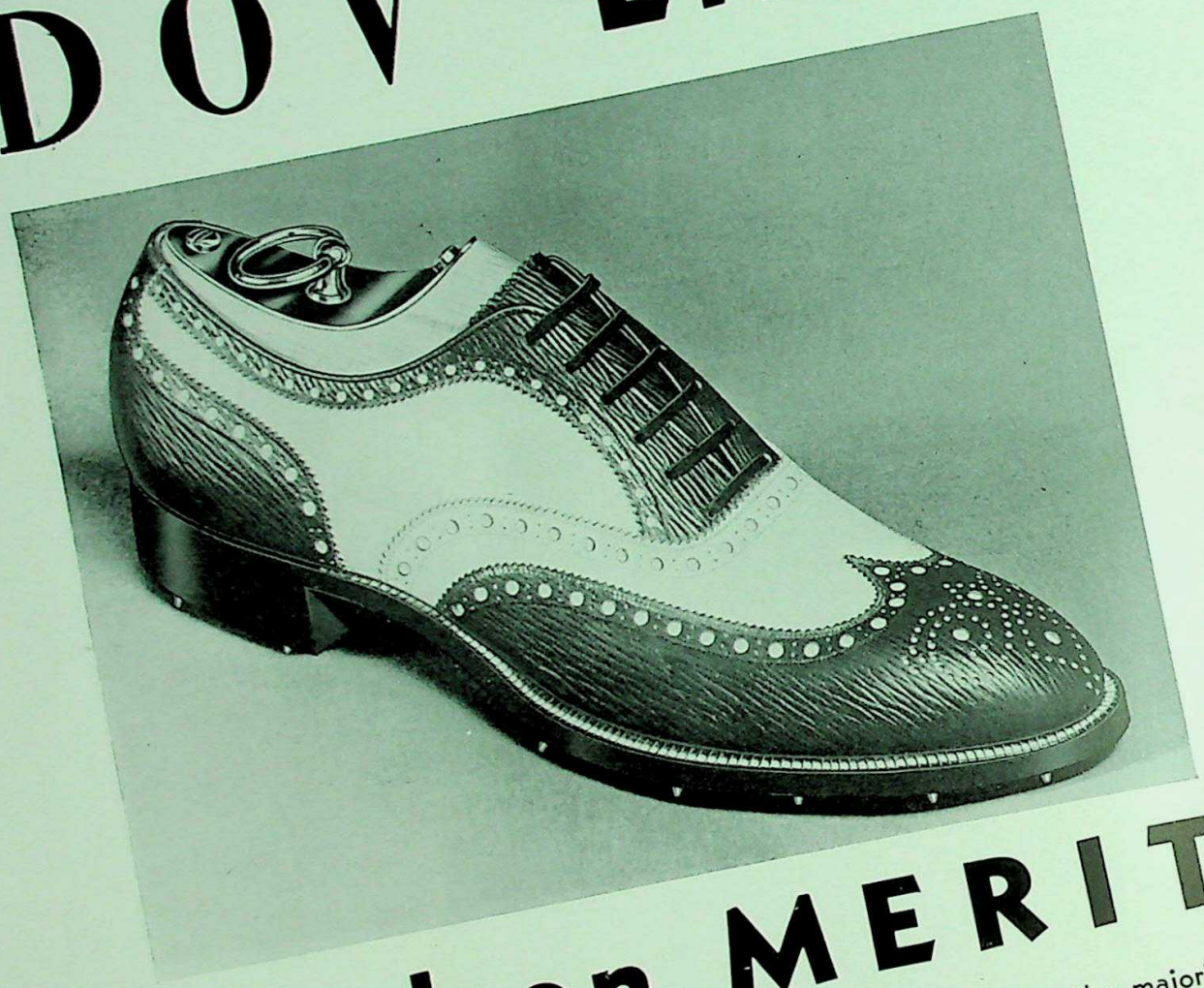
BOSTON, MASSACHUSETTS

WESTERN DEPARTMENT IN CHARGE OF BERTRAM URBAN, 1012 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

"The Jug" GOLF SHOE

Foot-Joy
The Shoe that's Different™

DOV LININGS



Selected on MERIT

In selecting linings for the "Jug" golf shoe, Field & Flint, like the majority of other quality minded manufacturers naturally specified the best, DOV. It harmonizes with the upper leather and has durable quality with No Dye to discolor hose. Most retailers specify it in all their grades.

DOV is the ideal lining for shoes of this type. It is comfortable and cool on the foot.

DOMOC

FOR THE BETTER GRADE SPORT FOOTWEAR IN Natural saddle Oak and other correct colors. It is adaptable to beautiful Antique effects— DOMOC colors feature Aniline Custom Finish

F. C. DONOVAN, INC.

192 SOUTH STREET, BOSTON, MASS.

Quality Products for 80 Years

The "Jug" GOLF SHOE

Foot-Joy

"The Shoe that's Different"

PATENT OFFICE
APR 18 1944
Design Division

Leather COUNTERS

FILOON Counters conform to the last measurements, maintain a permanent firmness at the base and lower side wall and have the desired maximum resiliency at the top lines. They are snug of fit at the heel without biting. The quality of FILOON Counters, Innersoles and Welting has been unchallenged since 1857.

Specify FILOON, the sound, accepted line for better footwear.

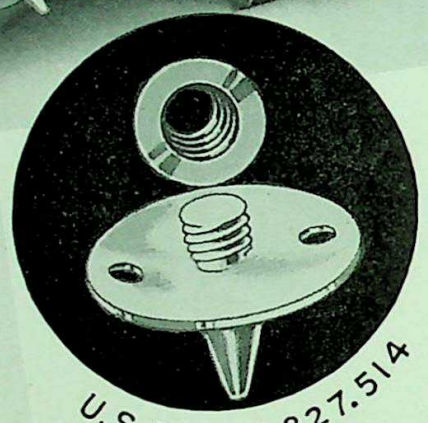
Appreciating the fact that the counter in the "Jug" golf shoe must withstand tremendous strain and abuse, Field & Flint selected FILOON Quality for maximum wearer satisfaction.

WELTING — INNERSOLES

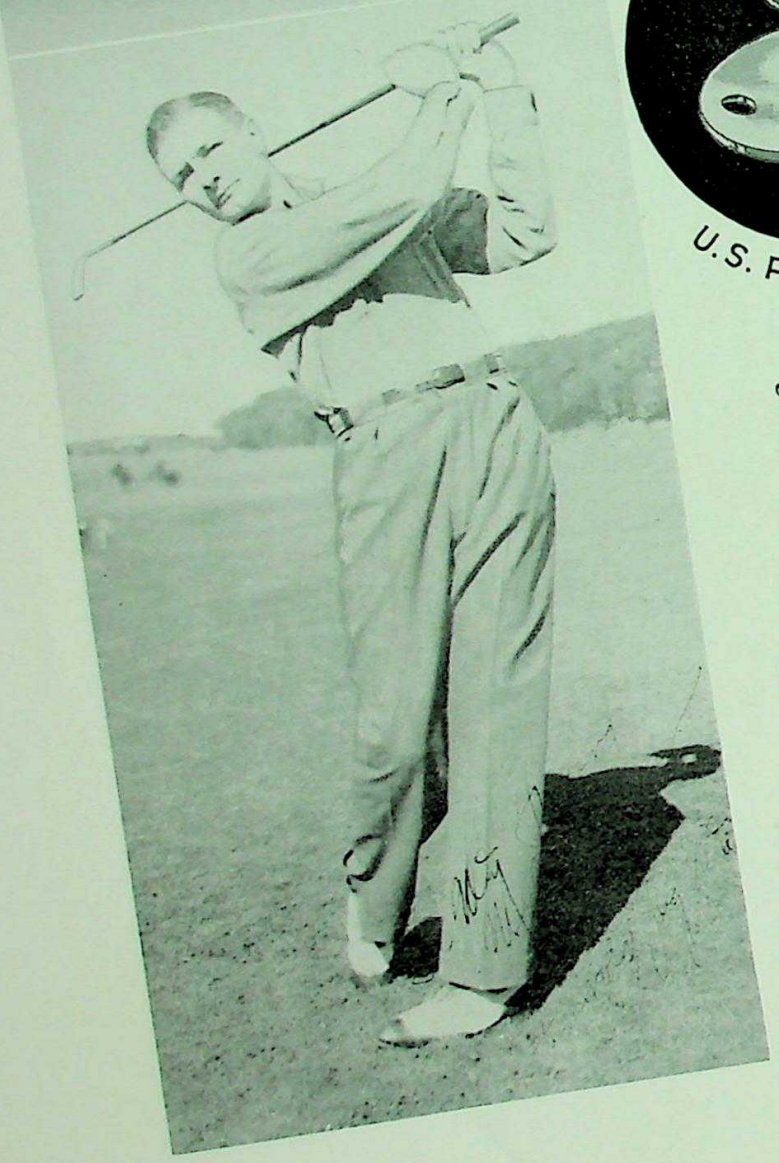
V. & F. W. FILOON CO.

BROCKTON, MASS.

Phillips SELF-LOCKING DETACHABLE GOLF "Spike"



Model above "Jug" Foot-Joy with Phillips Removable Spikes.



"Jug" McSpaden, world famous golf professional, says:

"The secure footing your detachable spikes give me under all kinds of turf conditions make them a vital part of my equipment. I also like the replacement feature and when in competition I am constantly changing to fresh spikes to insure a firm stance necessary for accurate shot making."

WRITE FOR OUR FOLDER GIVING COMPLETE STORY

F·C·PHILLIPS CO. STOUGHTON MASS.

"Jug" GOLF SHOE

Foot-Joy
The Shoe that's Different

WIND WELTING

Golf shoes are subject to maximum strain and dampness and the welting is one of the most important contributions to the permanent "Lines" of the Shoe.

When the question of source of supply for welting in the "Jug" golf shoe was discussed "WIND" was the unanimous decision.

WIND WELTING repels moisture and protects the vital inseam stitching and adds strength and shape retaining quality.

Wind-Flex INNERSOLES

Wind Counters and Wind-Flex Innersoles complement most lines of quality footwear. WIND-FLEX INNERSOLES ARE RECOGNIZED AS THE FINEST PROTECTION AGAINST CRACKING, BURNING AND BUCKLING.

COUNTERS

Join the distinctive group of outstanding retailers who realize that quality in a shoe starts with a reliable foundation. It's the best assurance for holding satisfied customers. SPECIFY WIND QUALITY.

Wind
INNERSOLE & COUNTER CO., INC.
BROCKTON, MASS.

Orchids

The "Jug" GOLF SHOE
Foot-Joy
REG. U.S. PAT. OFFICE
"The Shoe that's Different"

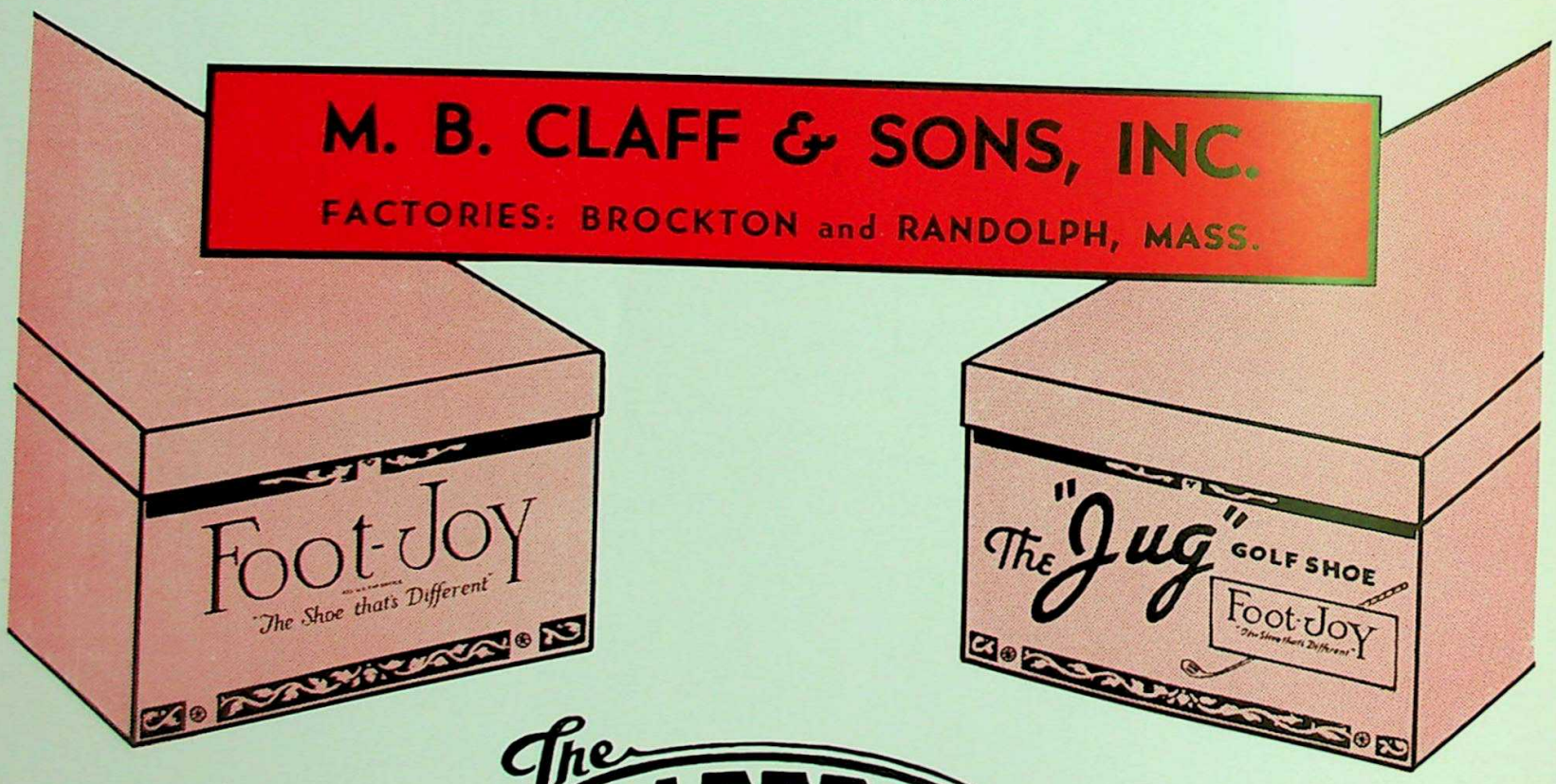
to FIELD and FLINT CO.

for an outstanding accomplishment—a fitting contribution to a great game. The "Jug" is "going places",—each pair packed in the carton which best protects it, the CLAFFBOX. Regardless of shipping distance or abuse in transit the CLAFFBOX stands the gaff!

Then, too, through the use of original design and color harmony, the CLAFFBOX offers "eye-appeal" at point of sale. Field and Flint Co. are among the many who find that the CLAFFBOX not only delivers the shoes safely but its attractiveness helps the retailer sell them.

M. B. CLAFF & SONS, INC.

FACTORIES: BROCKTON and RANDOLPH, MASS.



CARTON STYLISTS
and MANUFACTURERS
SINCE 1898 . . . .

The CLAFFBOX for SHOES

DESIGNERS
PRINTERS
LITHOGRAPHERS

Peeking into Fall

(Continued from Page 25)

ings, (2) York Tan which is much lighter than typical town colors for fall, and is important in semi-brogue and full-brogue patterns when the perforation details emphasize the staining operations, (3) Tanwood which is growing in favor for strictly country shoes of the rugged types such as ski boots, thong-laced bluchers and monk front patterns. In smooth leathers it is featured as a natural saddle tone. In both smooth and grained leather it is treated by the hand staining process to take on a darker, ruddier tonality. (4) Pheasant Tan which is growing in acceptance for sports and country types of shoes where a light, ruddy toning is desirable. (5) Cordo — the dark Cordovan tone — which is important for fall especially in smooth leathers, and in town shoes in plain toe moccasin front and brogue effects. Cordo gains in popularity as special water-repellent tannages grow in acceptance for heavy winter footwear.

Coming Trade Events

MAY 9-10, 1939

Fall Showing of Shoe Fashion Guild, Hotel Biltmore, New York.

MAY 21-22, 1939

Annual Convention Illinois Shoe Retailers and Shoe Travelers, Pere Marquette Hotel, Peoria, Ill.

MAY 28-31, 1939

Southwestern Shoe Travelers' Association Style Show and Market Season, Adolphus Hotel, Dallas, Texas.

JUNE 5-8, 1939

Twentieth Annual Boston Shoe Fair, sponsored by New England Shoe and Leather Association, Hotel Statler and Parker House, Boston, Mass.

JUNE 11-13, 1939

Midwest Shoe Fair, Netherland Plaza Hotel, Cincinnati, Ohio.

JUNE 11-14, 1939

Annual Convention California Shoe Retailers' Asso., Hotel Biltmore, Los Angeles, Cal.

JUNE 18-20, 1939

Wisconsin Shoe Travelers' Association Shoe Show.

TU-TOE FAIRY FORMS

IN THE EASTER DISPLAY

Emphasize the Style Features That Women Look For

Competition can be disastrous if you are not prepared. Don't fall behind. Get the jump on your competitors by presenting your new open toe shoes on Tu-Toe Fairy Forms. Tu-Toe places great emphasis on style and beauty, and such distinctive displays will convince shoppers that your open toe shoes are exactly what they need to be perfectly dressed.

In show windows or department displays, open toe styles presented with Tu-Toe have powerful sales appeal. The two tinted nails showing through the small toe opening are exceedingly life-like. The streamlining of Tu-Toe Fairy Forms assures perfectly smooth and shapely vamps. What woman can resist such an alluring presentation?

Show open or closed heel styles at their alluring best on lightweight Tu-Toe Fairy Forms. Stress these important style features and get your full share of the Easter shoe business. Order Tu-Toe now and prepare for the Easter shoe season.

Mail the coupon below for full information.

SHOE FORM CO. INC. Auburn, N. Y.

Shoe Form Co. Inc. Auburn, N. Y. Dept. CF-4

GENTLEMEN: Please send me information on the Fairy Form line.

Name.....

Firm.....

Street.....

City.....State.....

PARIS BOTTIERS COORDINATE PRESENTATIONS

by **DORA MILLER**

Creative Footwear's Continental Fashion Observer

SHOES for Spring and Summer have changed little in form from the new ideas exploited at the Bottiers show in February and reported in last month's issue of CREATIVE FOOTWEAR. In this united effort of shoemakers to concentrate and offer their estimate of correct footwear in the same fashion show that dress designers make their seasonal displays, great success seems to have been attained and we congratulate them on a stabilizing of shoe fashions which has heretofore been lacking.

Flat heels remain prominent in the picture for sports wear. These are almost universally square and are slightly wider than the quarter of the shoe, thus giving perfect support to the foot. There has been a suggestion that this should be known as the Exposition Heel, in deference to the amount of visitors who will attend both the San Francisco and the New York Fairs. Toes are quite often square, giving a more masculine appearance to the shoes when intended for purely sports wear. These are often executed in two leathers, contrasting both in color and leather. But for midsummer, the best designers believe in the success of the sandals made of coarse heavy shantung, coarse meshed or even the heavier nets and corded effects. These are most often made in bright colors, yellow, red or blue.

One sport designer, now much in vogue, has created sandals which are really very new. They are made in heavy shantung and bordered in red leather, with the toe open, or made in heavy linen in the Richelieu shape with a sole in *natural pigskin*. Of course, it must be understood that this type of shoe never is worn with dressy summer ensembles which demand either pumps or shoes made of fine strippings of interlaced kid in pastel tones or white.

A charming shoe in red box calf with square heel, the shoe very high, is trimmed with a gold chain, ending in a gold medal. This is intended for wear with the severely classic tailored suit — one of the smartest and most elegant of the coming summer ensembles.

Pumps are also important in the fashion picture, but always with a high trimming in a leather of a contrasting color or contrasting in type, i.e. mat on patent.

There is a single piece shoe that is attractive. The top of this simple but extremely elegant shoe in bordeau glove leather is cut out in points as is the vamp where it joins the sole. It has large cutouts at the side. The cutouts and the throat of the shoe are piped in the finest line of gold kid.

The silk shoes, which are attracting so much attention, are simple in design and are cut very low with extremely high, slender heels.

Crocodile comes into the fashion picture in incrustations or in combination with other leathers. It is considered most elegant used either with box calf or with antelope.

Boots and bootees continue in favor. Even for beachwear, I saw one in linen in two tones with sole and flat heel in cork, with buttons made in shell form. But this, it must be admitted, is a novelty. The same shape is being made for Casino and formal wear in lame or two tones of pastel satin with brilliant buttons.

For wear with shorts in prints or linen pajamas, either for beach or boating wear, the flat heel, often with the sole and heel in a single piece are still considered very good. But they have completely disappeared either for afternoon or sport wear, in the minds of the Paris bottier.

Shoes illustrated to left: Top—Blue Antelope with brown crocodile vamp insert. *Top Center*—Red box calf with square heel, trimmed with gold chain. *Center*—Bordeaux suede with pale blue kid piping. *Bottom Center*—Alix presents sandals with kid straps. *Bottom*—Bordeaux red kid. The top is cut out in points as is the vamp where it joins the sole.

The special hand boarded

Ski Leather

lends itself to the finest Custom Finishing...A complete range of color for the smart dresser

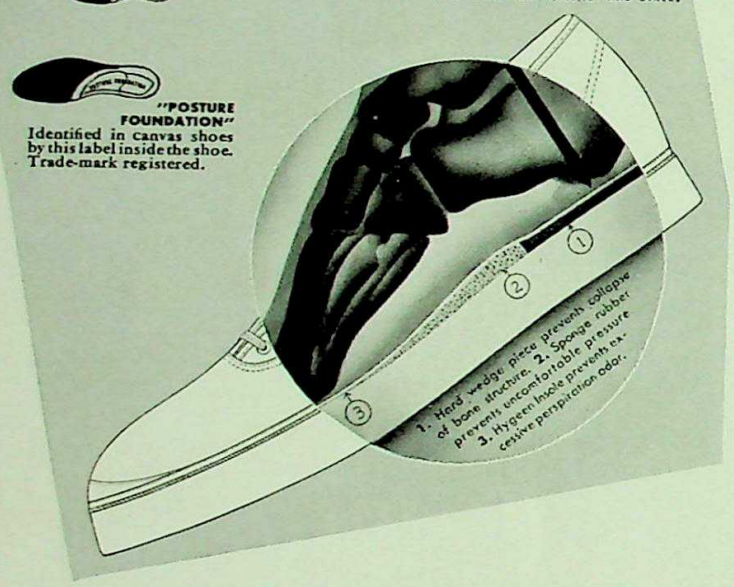
Crafted by Gutmann

Gutmann & Company · Tanners · Chicago

ADDED FOOT PROTECTION FOR THEM...
ADDED SALES AND PROFITS FOR YOU!

HOOD CANVAS SHOES WITH "POSTURE FOUNDATION"

REGISTERED TRADE-MARK AND MADE UNDER U.S. PATENT 1,938,137 AND OTHERS


"POSTURE FOUNDATION"
Identified in canvas shoes by this label inside the shoe. Trade-mark registered.
1. Hard wedge piece prevents collapse of bone structure. 2. Sponge rubber prevents uncomfortable pressure 3. Hygeen Insole prevents excessive perspiration odor.

A SAFEGUARD against flat feet and tired leg muscles! That's "Posture Foundation." And what a powerful selling point it gives to these Hood Canvas Shoes!

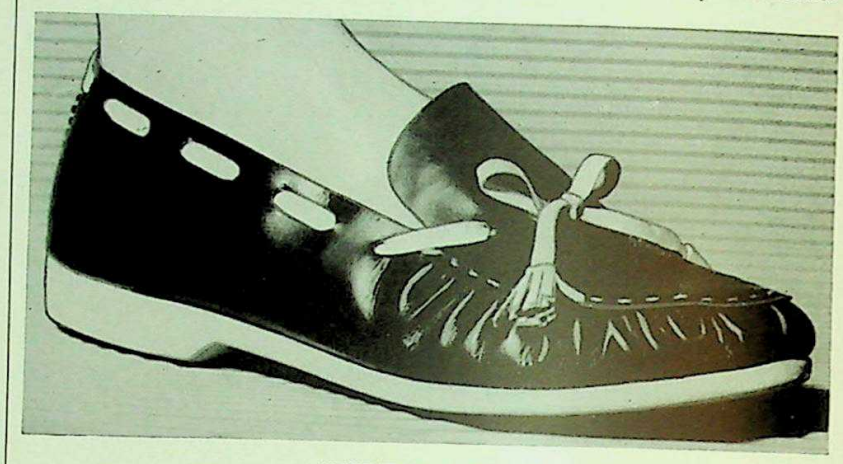
The added foot-protection found in Hood Canvas Shoes with "Posture Foundation" is creating a tremendous demand for these special shoes among active people of all ages. A big national advertising campaign this Spring will send customers in *still greater numbers* into stores asking for Hood Canvas Shoes with "Posture Foundation."

Be prepared to get your share of this extra-profit business by selling Hood Canvas Shoes this season!

HOOD

HOOD RUBBER COMPANY, INC., WATERTOWN, MASS.

A new one-strap men's model leathered in amberwheat Morrocana grained goatskin by John R. Evans & Co. on the new rocker bottom last that has proven so interesting to retailers who merchandise out-of-the-ordinary fashions.



SUPER-SOFTIE

Saks Fifth Avenue stocks this purple moccasin of soft, thin calfskin, with white calf lacing and sole—for beach, house, or to wear with slacks. Perhaps it's an indication that shoes are becoming even softer, even lighter than ever.

S-S-SHH!
your cash register has a friend
SHU-SHINE
WHITE CLEANER
25
25
A BETTER WHITE FOR CANVAS, CALF, BUCK AND KID SHOES
MANUFACTURED BY OSMIC CHEMICAL CO. BROCKTON, MASS. U.S.A.
SHU-SHINE gets on a friendly footing right away. Attractive appearance makes sales. Satisfactory performance keeps the profits coming. Laboratory prepared, Shu-Shine is always uniform. It cannot harm leather or fabric. There's a great "White" year ahead. Order from your jobber today. In tube, jar, bottle or Dandee Duster.
OSMIC CHEMICAL COMPANY, Brockton, Mass.
TAILOR-MADE FOR THE Shoe TRADE

SPORTAID STEEL PLATE PATENTED SOLE CONSTRUCTION GOLF SHOES

Introducing
The Finest Feature
Line of
GOLF SHOES
Ever offered to
Retailers

Establishing New Standards In Golf FOOTWEAR

The Sportaids feature a chrome Vanadium flexible spring steel plate attached to the outer sole next to the insole. This insures a permanent flat surface which eliminates rolling, bulging and ridges (the common fault in all golf shoes), holding the spikes rigidly in an upright position throughout the life of the shoe.

Sportaid construction makes it possible and practical to lighten the weight of the outer sole, adding the maximum flexibility and comfort greatly desired by the average golfer, without decreasing the wear or durability.

SPORTAIDS are STOCKED in B, C, D, widths. You will have no competition on this line — the greatest value in Alden history.

WRITE TODAY for sizes or samples.

No. 519
Model Shown above IN STOCK. Eisendrath's Waterproof Veal.

C. H. ALDEN SHOE COMPANY

DIVISION OLD COLONY SHOE CO.

BROCKTON **MASSACHUSETTS**

SPORTAID STEEL PLATE PATENTED SOLE CONSTRUCTION GOLF SHOES

Eisendrath NUMBER 80

WATERPROOF

No. 519
Sportaid model
in Eisendrath's
Waterproof Veal
IN STOCK

EISENDRATH

BUILT UP TO A STANDARD NOT DOWN TO A PRICE

SELECTED for SPORTAID GOLF SHOES because whether Rain or Shine, Summer or Winter it retains its mellowness which insures maximum foot comfort and smart appearance.

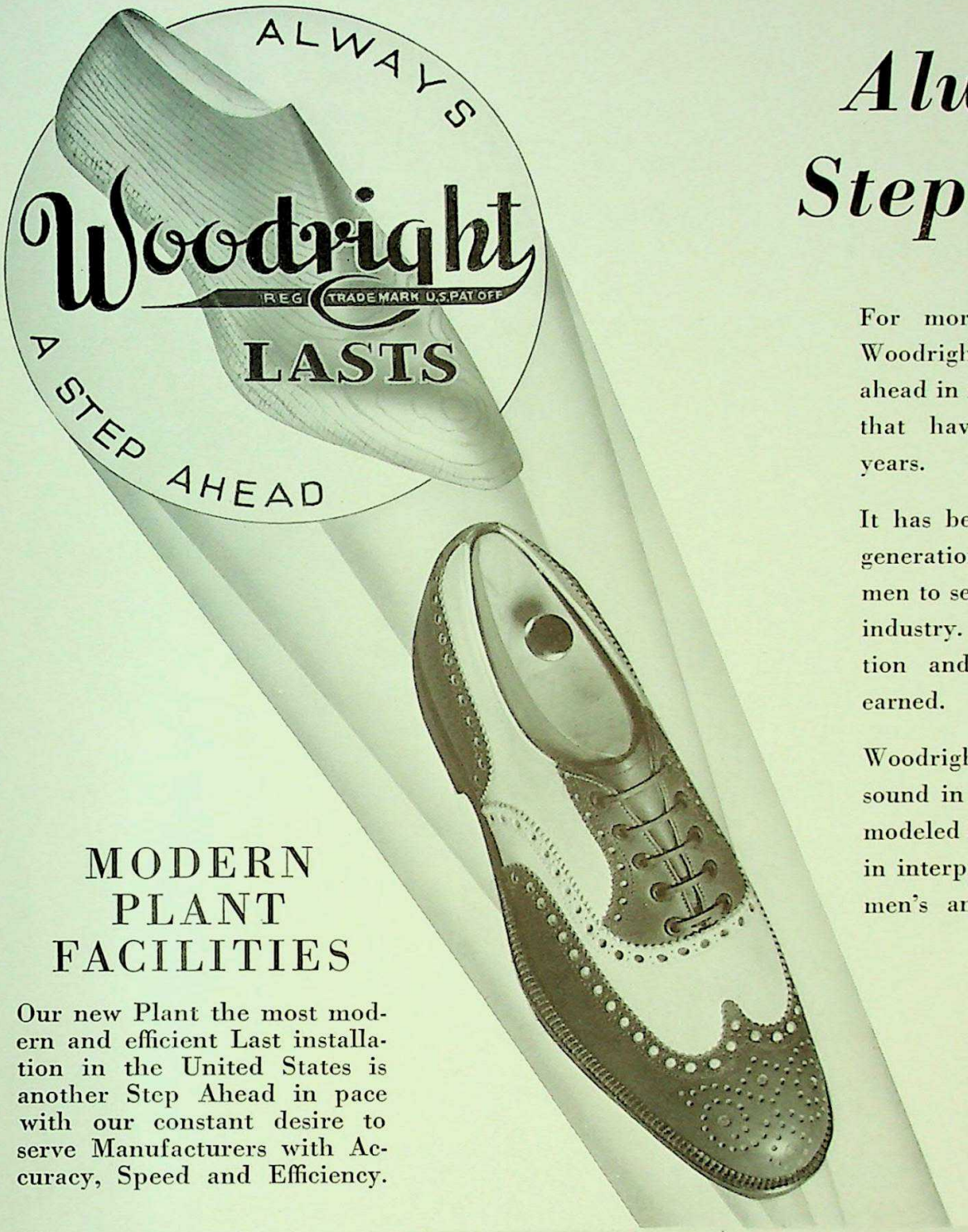
Shoes leathered with Eisendrath's No. 80 Waterproof are soft and glove-like in feel and appearance, yet dry out soft and pliable after a soaking. (This means no harsh tightening up.) It is a MUST on most manufacturers' golf and sport shoe specifications. There is no substitute for Eisendrath's No. 80.

B. D. EISENDRATH TANNING COMPANY

RACINE, WISCONSIN

Day-Gormley Leather Co. **195 South Street** **Boston, Mass.**

SPORTAID STEEL PLATE PATENTED SOLE CONSTRUCTION GOLF SHOES



Always a Step Ahead

For more than half a century Woodright Lasts have been a step ahead in interpreting styles in wood that have endured through the years.

It has been the privilege of three generations of Woodright Craftsmen to serve the leaders of the shoe industry. We cherish the recognition and prestige that we have earned.

Woodright Lasts are traditionally sound in Style and Reproduction—modeled by expert craftsmen skilled in interpreting the future trends in men's and boys' footwear.

MODERN PLANT FACILITIES

Our new Plant the most modern and efficient Last installation in the United States is another Step Ahead in pace with our constant desire to serve Manufacturers with Accuracy, Speed and Efficiency.

The CRETAN LAST — SPORTAID Golf Oxford in Brown and White by C. H. Alden Shoe Company.

WOODARD & WRIGHT LAST CO.

EAST BRIDGEWATER, MASSACHUSETTS

SPORTAID STEEL PLATE PATENTED SOLE CONSTRUCTION GOLF SHOES

PHILLIPS

SELF LOCKING DETACHABLE

GOLF SPIKES

COMPLEMENT THE ENTIRE SPORTAID GOLF SHOE LINE

This patented spike assures the golfer a firm, secure stance always and a spike that will not turn over or pull out like an ordinary spike.

Specify Phillips for All Golf Shoes

No. 550
SPORTAID IN BROWN CALF
IN STOCK by C. H. Alden Shoe Co.

Receptacles. The illustration shows The Phillips Receptacle which is always uniform, never varying in size or shape, and into which all kinds of Phillips Shoe Spikes fit perfectly. The Receptacle is punched and clinched in accurate position into the sole of the shoe in one simple operation.

Golf Spikes. For over 9 years Phillips Golf Spikes have been worn by many of the world's greatest professional and amateur golfers. The choice of champions. The Phillips Golf Spike has done more than any other feature to establish the Golf Shoe business in America. The Golf Spike is also the correct spike for a Hiking Boot.

We make it possible for Retailers to sell our spikes and service shoes with the Phillips Spikes

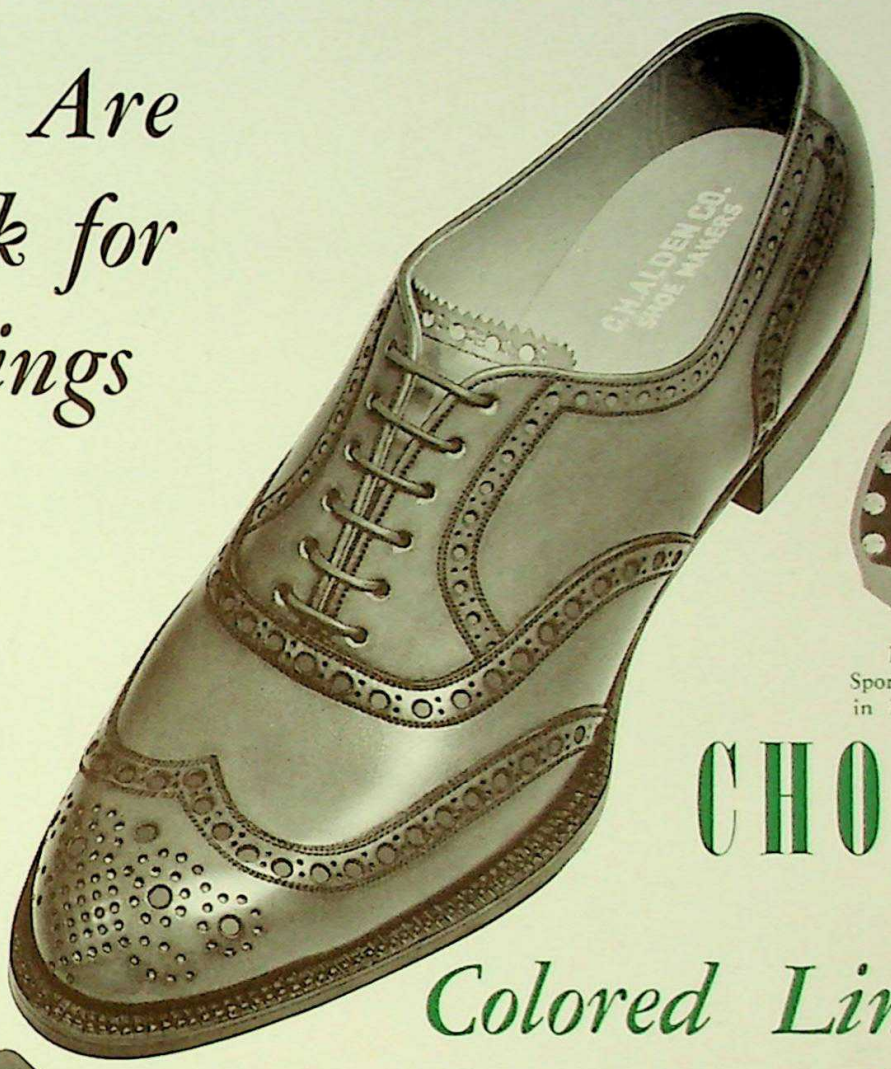
WRITE FOR OUR FOLDER GIVING COMPLETE STORY

F·C·PHILLIPS CO. STOUGHTON MASS.

SPORTAID STEEL PLATE PATENTED SOLE CONSTRUCTION GOLF SHOES

WHEREVER...WHENEVER

Better Shoes Are Made.... Look for Geilich Linings



No. 8041
Sportaid Oxford
in Brown Calf.

SPORT-AIDS CHOOSE

Colored Linings by Geilich

SPORT-AIDS selected Geilich Linings for a double reason: their durability and style. They have the rugged quality demanded by the give-in-and-take-it life of the fairways. They add dollars to the appearance of any shoe line by color harmony of the inner and outer shoe. Wherever and whenever you find shoes that are . . . . . .

★ Outstanding in Fashion ★ Superior in Quality
★ Original in Design ★ Unique in Construction

look for Geilich Colored Linings.

GEILICH

LEATHER COMPANY

20 EAST ST. BOSTON, MASS.

SPORTAID STEEL PLATE PATENTED SOLE CONSTRUCTION GOLF SHOES

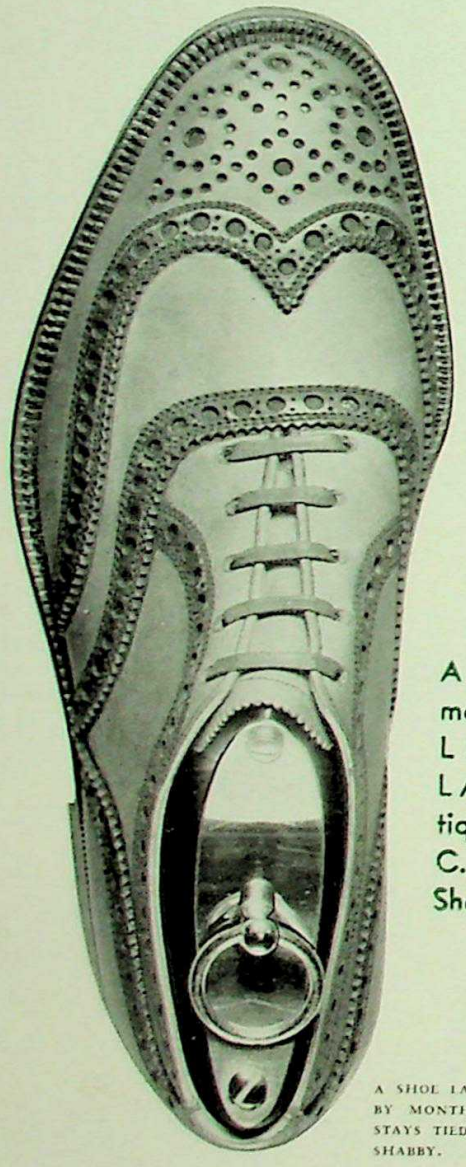
laced with Cordo-Hyde

The lace in a Golf Shoe receives more hard usage than any other type of footwear. Every energetic twist is a strain and the ordinary lace will not "take it". Cordo-Hyde is built to resist strain, dampness and abuse. They complement most outstanding lines of Sport and Dress shoes.

Available in popular colors—specify them on your next order to the manufacturer — He will gladly supply them.

Cordo-Hyde
REG. U.S. PAT. OFF.

Aristocrat of Laces



A Sportaid model on the LEYDON LAST in antique finish, by C. H. Alden Shoe Co.

A SHOE LACE THAT OUTWEARS BY MONTHS ORDINARY LACES STAYS TIED AND NEVER LOOKS SHABBY.

O. A. MILLER CO.
BROCKTON MASSACHUSETTS

BARBOUR STITCHED SPLIT-REVERSE (AS ILLUSTRATED) AND OTHER SPECIALTY WELTINGS MAKE "SPORTAIDS" AMAZINGLY WATER-RESISTENT — DAM OUT WATER AND GRIT FROM THE INSEAM STITCHING . . . AND HELP TO RETAIN THE LASTED STYLE SHAPE.

"SPORTAIDS'" unique masculine styling will sell more golf shoes for you . . . And when SPORTAIDS have shown their amazing water-resistence, shape retention and comfort through hole after hole of golfing — in wet grass . . . scorching sun . . . soaking rain and mud . . . your SALES WILL GROW IN LOCKER ROOMS! Word of mouth selling builds profitable volume that is yours.

C. H. ALDEN SHOE CO. Division
OLD COLONY SHOE COMPANY
BROCKTON · MASSACHUSETTS

Creative Footwear's Hunches for Fall

LASTS have become big fashion news. Frequently, they furnish a means to make closed toes look new. Watch for further developments of walled lasts, balloon toes. The whole swing is toward roominess, comfort.

Soles continue in the spotlight. There's no doubt about stitchdowns, mudguards, weltings and platforms for sports. There's a good deal of discussion about platforms for town and evening. CREATIVE FOOTWEAR believes that a great many women who have worn platforms like the way they feel, and will want them again. But it's a good idea to lighten the upper, through pattern or perforation.

Recently, at a "Personality Fashion Show" sponsored by the Fashion Group, where eight notably well-dressed women each showed a costume, complete from hat to shoes, an interesting new sidelight on platforms developed. Mrs. Clara Mellen, director of Jaeger (importers of fine English suits) showed, as the perfect shoe for travel and wear with tweeds, an alligator oxford with platform and solid leather heel. She said she had been unable to find the combination of platform with leather heel anywhere in New York.

Heels take all kinds of shapes.

Alligator looks even bigger for fall than it did last year. Especially good in brown and wine. *Suede*—of course.

Oxfords are on the rise—notably those with a D'Orsay line, very new looking on balloon toes. *The spat shoe*, in all its variations, looks important.

This Walkover shoe is prophetic for fall because of: Brown alligator, Scalloped top line, Oxford pattern.

Color Sells

the World's Fairs—and your Crosby Square Shoes

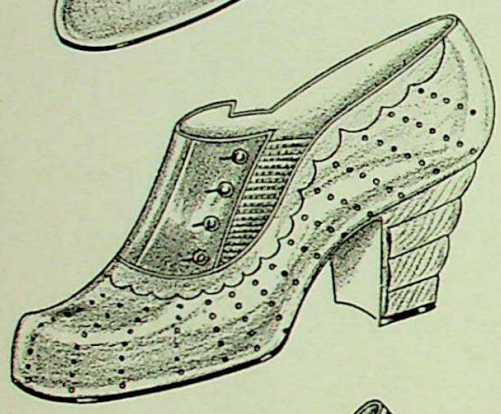
Just as the rainbow colors of the World's Fairs draw millions of visitors through the turnstiles, so does ths compelling full-color Crosby Square page in Esquire pull customers into the Crosby Square dealer's store.

It's "loaded for bear"—keyed to the World's Fairs in the World's Fair issue of Esquire (May issue — out April 14) — packed with "sell" on the famous "authentic fashion" story — featuring three beautiful shoes ideally suited to the theme and the season. There's extra profit for the dealer who sizes up on them now. They are (left to right above): *For Business*—No. 314, Berkley; *For Dress*—No. 555, Windsor; and *For Sports*—No. 369, Chihuahua, hand-woven.

This ad is just one gun in the season's Crosby Square bombardment in Esquire and The Saturday Evening Post to help you become the leading shoe merchant in your community. Get set for a big men's shoe season. Wire or write for an appointment to see the entire Crosby Square line.

The House of Crosby Square
Division of Mid-States Shoe Co.
2460 North Sixth Street Milwaukee, Wisconsin

Crosby Square
TRADE MARK REG. U. S. PAT. OFF.
Authentic Fashions
IN MEN'S SHOES



SHOE FASHIONS OF TOMORROW

(See Page 16 for Style Flashes)

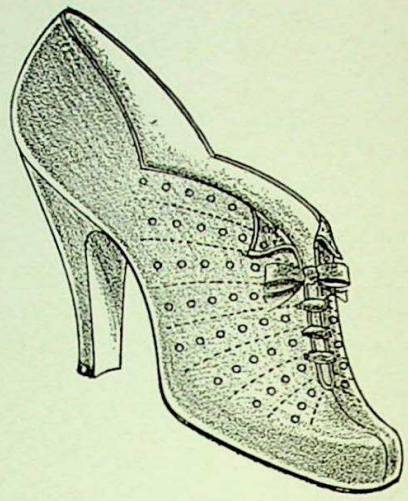
THE Forward March to the Fairs brings into greater prominence than ever the many shoe fashions to be featured for late Spring and Summer wear . . . with the emphasis on colorful comfortable styles suitable for travel, sightseeing and vacation play days. This was the keynote of the Fashion Show held March 27 at the Waldorf-Astoria before a large audience of leading shoe merchants from all over the country at the semi-annual Style Conference held by the National Shoe Retailers Association at the time of the Showing of American Leathers for Fall by the Tanners' Council of America.

While a great calendar on the stage rolled off the remaining months of Spring and Summer, various types of shoes soon to be featured in stores from coast to coast, paraded down the runway, shown with appropriate costumes.

The show began with a group of town and country shoes for late Spring, stressing navy and black, Fresh Earth, Japonica, and Redwood in sandalized stepins and oxford types. Town ensembles and street costumes were shown with these shoes.

April 30 on the calendar was marked in red, ushering in a group of shoes and costumes for "going to the Fair." Medium heels, open toes, mesh and perforated leathers brought home the importance of comfort and coolness in Fair-going footwear, and the same idea of comfort and coolness was expressed in the costumes for travelling and sightseeing.

The familiar strains of the Wedding March were the signal for the spectacular showing of a wedding party featuring a June group of Flower colors in shoes. Evening shoes in larkspur blue, cyclamen, fuchsia and violet were shown on the runway, worn with exquisite chiffon and lace gowns. Of special interest in this group were the real flower accessories especially designed for the affair. Carnations, roses and hyacinths were used in enchanting



arrangements of necklaces, brooches, bracelets, and shoe ornaments. The bride, in white and pink embroidered Swiss organdy, carried an armlet shower of pink and white tulips. Her maids, in deeper pink, wore cabbage rose brooches and carried old-fashioned bouquets of pink flowers edged with camelia leaves.

July activities stressed all white shoes for sports and spectator occasions with new interest in real play shoes of intriguing smartness.

The show ended with a prevue of Fall colors in shoes, shown with fur and tweeds.

Boston's 20th Annual Shoe Fair

PLANS for the Twentieth Annual Boston Shoe Fair, to be held June 5, 6, 7 and 8 under the auspices of the New England Shoe and Leather Association, were perfected at a recent meeting of the Fair Committee. All necessary arrangements to assure the success of the Fair, which will include several new features to be announced later, were completed by the committee at this meeting.

Styles Conference stressed side and front goring for fall. *Reading from left to right,* (1) Perforated suede model in a light shade of tan with side goring in harmonizing color. (2) Side gore kid model with open shank. (3) Black suede frontal gore, open toe model. (4) Four-button sport model with inside gore. Courtesy of Everlastik, Inc.

The two official hotels in which exhibitors will display their lines during the week of the Fair, are the Hotels Statler and Parker House. Headquarters for the receipt of applications and assignment of display rooms at the official hotels, and all other Fair activities, will be under the management of Maxwell Field, Secretary of the New England Shoe and Leather Association, 210 Lincoln Street, Boston.

Sleeping room reservations will be made in these official hotels as well as the Copley-Plaza, Ritz-Carlton, Touraine and Westminster hotels. Requests for such reservations should be made direct with the hotels. It is expected that the attendance this year will be far in excess of last year's and early reservations, therefore, should be made.

This year's Boston Shoe Fair will again be a four-day show, so that buyers will have ample time to see all lines, compare styles, quality and prices — and to place orders.

Balloon Toe Lasts Are Forecast

THE shoe industry apparently is about to witness one of those interesting cycles in the style of women's lasts which recur from time to time in accord with the changes in feminine costumes. With the advent of shorter skirts, Arthur J. Chase, New York Manager of the Vulcan Corp., prognosticates the return of the wide toe last in women's shoes — a toe shape that was once known as the balloon — which he describes as a "natural" for wear with the short skirts forecast for the coming season. To meet this anticipated demand the Vulcan Corp. has developed a new last called the "Blimp" which is now being shown in all heights of heels. While especially adaptable to sport and spectator effects it is felt in many localities that this particular type of a last is also destined for acceptance in higher heel types of footwear. The last has a tendency to give the foot a shorter look, and it accentuates the toe spring and rocker features. While it is believed that open toe shoes will continue to sell in volume through the summer and to some extent into the fall season, many stylists look for some falling off in the demand for open toes with the approach of the next cold weather season. If this be so then shoes built on the wide toe, or "balloon" last may well prove to be the popular successors to the toeless, back-less models which are now in favor.

50 to 100% MORE WEAR

Actual tests have proven that ROZ-IN-IZE, in many cases, actually DOUBLES the wear of sole leather. It penetrates into the leather and surrounds each fibre with a film of water-resisting agencies that lubricate the entire sole and reduce friction. Makes soles more flexible, permits high polish, not injurious to feet or uppers.

ORDER *Genuine* ROZ-IN-IZE IN YOUR TREATED SOLES

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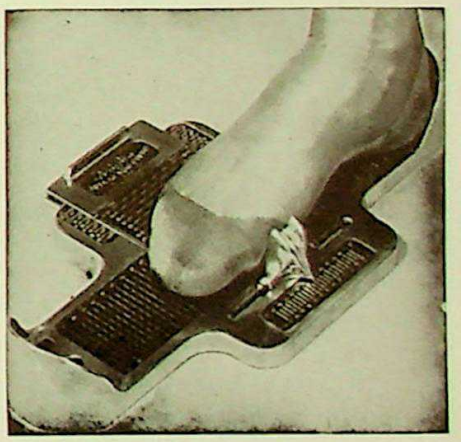
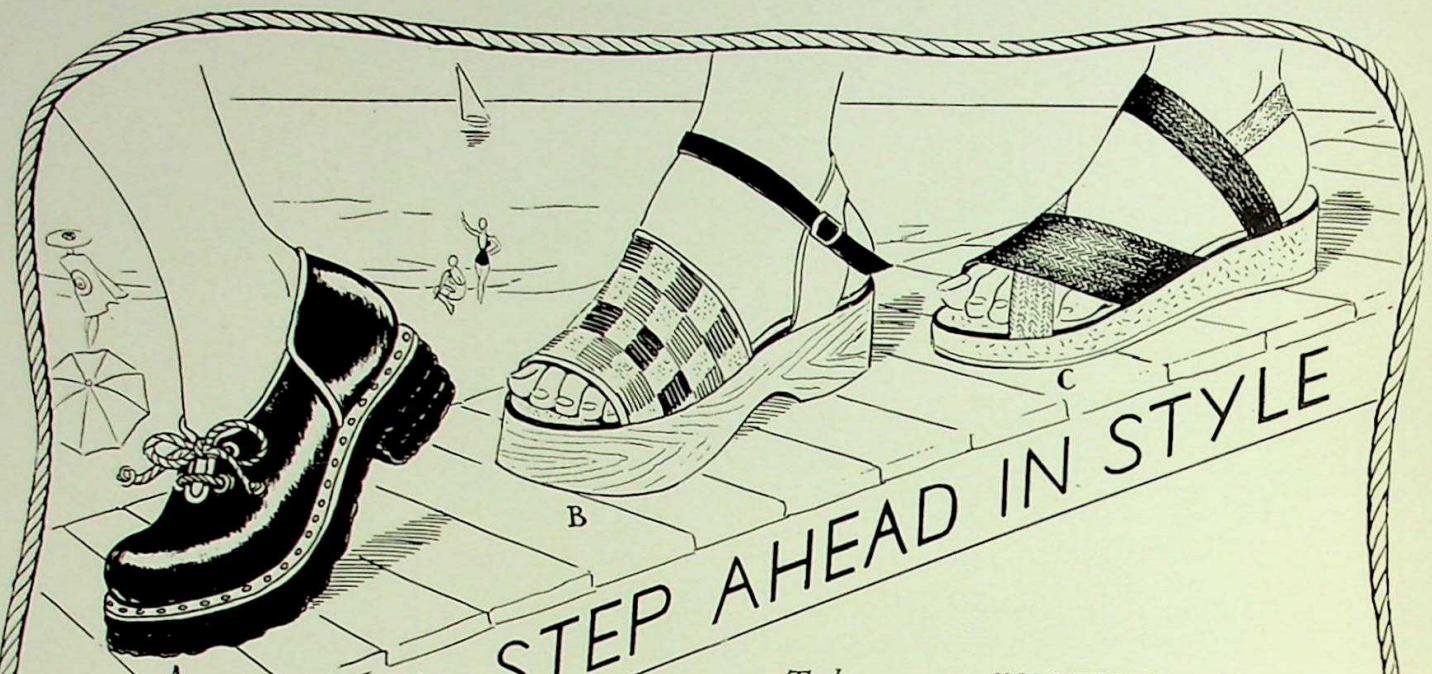


Makes Profits and Builds Repeat Business for You

Customers like to come to the store that has a reputation for fitting shoes correctly. You can have that reputation and step ahead of competition by insuring an accurate fit for every pair of shoes you sell.

Write for folders and list of shoe factories offering the Brannock System at special cooperative prices.

THE BRANNOCK DEVICE CO. SYRACUSE, N. Y.



ALWAYS A STEP AHEAD IN STYLE

Take our "SILENT CLOG," for instance! Our own original interpretation of the Dutch Shoe, with heavy crepe rubber sole to guarantee silence to college professors and ease to the co-eds.

(A). Designed in colored leathers, crepe soles to match; contrasting bindings.

(B). Featherweight polished wood, multi-colored checkerboard braid vamp.

(C). Classic Greek lines in two-tone elastic, cork wedge sole.

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32% OF YOUR POPULATION ARE CHILDREN AND POLL-PARROT SHOES, THE COMPLETE JUVENILE LINE, APPEAL TO THE BIG MAJORITY ON EVERY COUNT AND HELP YOU BUILD FOR THE FUTURE WITH COMPLETE SATISFACTION IN EVERY PAIR.

Poll-Parrot SHOES

for **GIRLS**

Dainty, flexible, sturdy and correct ... school, sports and party styles.

for **BOYS**

No sissies ... real he-man styles built for growing feet for every occasion.

ROBERTS, JOHNSON & RAND Branch of International Shoe Co. **St. Louis, Mo.**

Reading from top to bottom. (1) Flower print Shantung sandal, top toe, cutouts on shank and vamp, white binding. (2) White canvas tie, blue binding, blue heel, white toplift. (3) Cork sole saddle oxford, white duck with brown suede-finished saddle. (4) Open shank blue canvas sandal, white binding. Courtesy of Endicott Johnson.

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• or write us for samples. See for yourself WHY this porous, flexible and durable innersole increases the selling value, by increasing the value of the shoe. It provides Comfort, Wear and Shape-holding character."

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PRICE

Men's Bal	Men's Oxford	Women's Oxford
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Combination Soles

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FOR SHOE RETAILERS

WHOLESALERS AND MANUFACTURERS

WRITE FOR SPECIMENS AND FULL DETAILS

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CAMBRIDGE MASSACHUSETTS

Boots and Saddle

(Continued from Page 32)

Already the profit-making experience of the New Hampshire farmer has been paralleled by many Western ranch owners who have found that maintaining a "dude" ranch has proven much more lucrative than the raising of cattle.

With the constantly increasing tension of present day life in urban centres and the desire of urbanites to flee from motor-clogged highways and get closer to nature over week ends the "dude" ranch located within reasonable reach of metropolitan areas offers the ideal retreat for mental and physical relaxation.

In the event that this movement grows in proportion to anything like the success attained by winter sports, then a splendid new market will be unfolded to the retailer, particularly to the dealer in footwear, for boots have always been a legendary article of apparel for he that would ride a horse — and where is the "tenderfoot" who wouldn't appear as the veteran rider of the range when he calls for his BOOTS AND SADDLE?

HUB GORE A fashion flashes

Start thinking about Tieless STYLES

They are to be very popular in the HEAVY Leathered RUGGED TYPES for Fall.

Young Men will take to their smoothness of line and Utility of use. These frontal and side gore styles fit snug around the ankle without binding and can be put on and taken off without adjusting the laces.

Model above Brown Calf Permanent Lace, Brass Eyelets with Side Gore on Amsterdam Dutch Boy Last.

Specify Hub when ordering

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all buyers—wanting the latest and best—tested by comparison.

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Will Prove Itself a Famously *Good Profit Maker for you At the New Low Price of*

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Carried in stock for immediate delivery in all sizes for men and women.

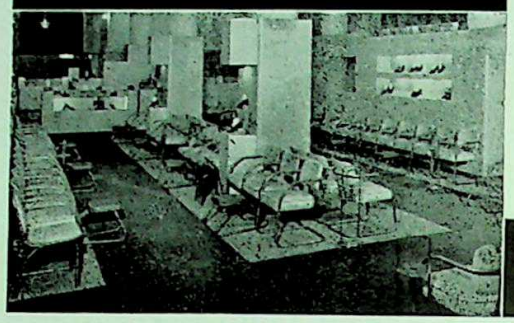
Every conceivable type of sandal is now called a "Huarache", but this sturdy STEERHIDE sandal from Oaxaca is the real Huarache, the kind that Indians weave for Indians and the kind that will require no introduction to your trade. They have already seen them advertised in VOGUE, ESQUIRE, and other magazines at $3.75 per pair.

In natural beige leather (STEERHIDE) or in pure white leather as pictured above.

The OLD MEXICO SHOP

SANTA FE -- NEW MEXICO

HOWELL *Chromsteel*
FURNITURE FOR SHOE STORES



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$1.00 HANDBAGS

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LARGEST STOCK IN THE MIDDLE WEST
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326 W. Adams St., Chicago, Ill.

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EVERY desired, essential quality of outstanding calf leather is found at its acme of perfection in TANDRITE . . . meeting as it does the requirements for all types of shoes, in every required weight, in every particular detail!

For Men, Women and Children, show your customers shoes of Tandrite Calf! You're certain to find both profit and satisfaction.

Offered in all the shades decreed by Fashion . . . in lustrous black . . . and purest white.

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TANNERS OF FINE CALF LEATHERS

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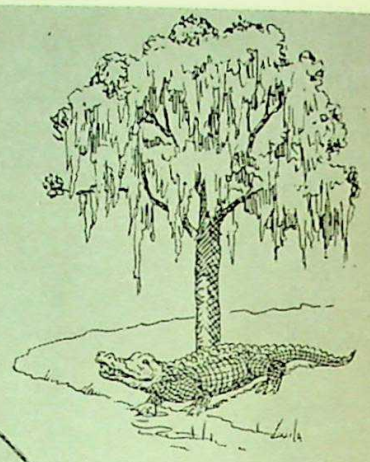

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Our Newest Alligator Calf Grain

Inspired by the success of our Baby Mexican we have developed Bayou Alligator Calf. Its exquisite surface is designed so as to style shoes and accessories in unusually striking effects. Available in all Fall Colors.

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